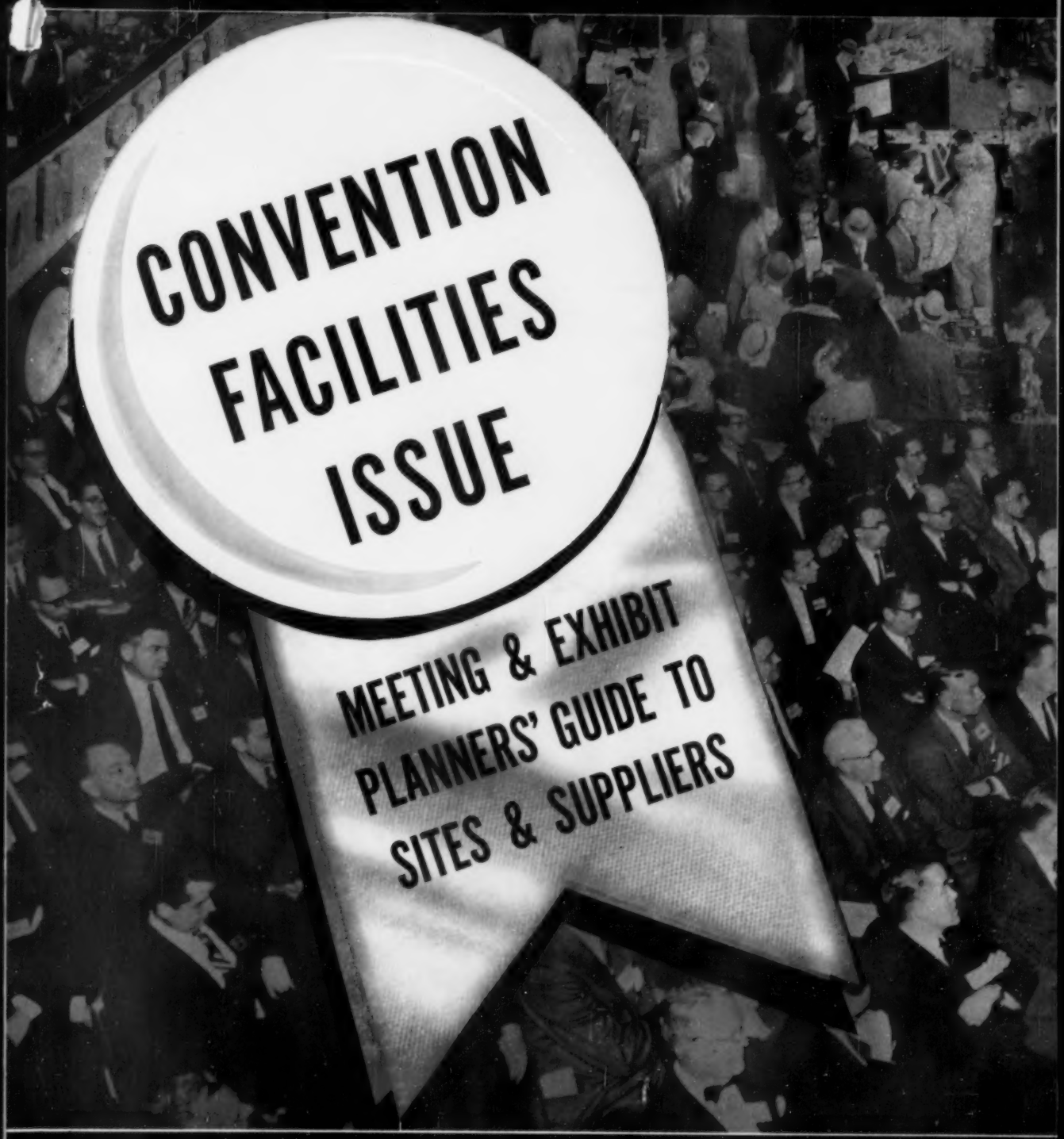
Sales Management
PART TWO

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS



A BILL BROTHERS PUBLICATION

NOVEMBER 15, 1957

The smartly decorated TWA Jetstream lounge . . . perfect setting for a refreshing drink and pleasant conversation!*

LUXURY IS THE KEYNOTE

WHEN YOU FLY *TWA* AMBASSADOR

Convention delegates! Fly luxurious TWA Ambassadors to your meetings! Arrive thoroughly rested after a wonderful trip on the great, new TWA Jetstream or a magnificent Super-G Constellation. Overnight flights feature full-length berths! Ambassador travel is relaxed . . . informal. Passengers mingle in the gay cocktail lounge. Enjoy delicious meals with vintage wines . . . superb service. Next trip, go Ambassador . . . between major cities in this country and important world centers abroad!

On a Budget? Fly new TWA Sky Club Coach . . . the ultimate in luxury at low, low fares! For example: coast to coast, only $80 plus tax, each way on round trips, Mondays through Thursdays. Tickets good 30 full days! Save with thrifty TWA flights . . . across the U. S. and overseas! And enjoy budget-priced cocktails and tempting snacks . . . warm TWA hospitality!

For information and reservations, call your travel agent or nearest TWA office today. Or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N. Y.

FLY THE FINEST

FLY TWA

TRANS WORLD AIRLINES

** Jetstream is a service mark owned exclusively by TWA.*

EVERYTHING

Under six roofs

You'll find all of the elements of successful trade show management and production under the roofs of our six buildings here on West 24th Street . . . design departments for promotional material, floor plans, displays and special show areas; an experienced management and sales staff; an almost endless stock of equipment and materials; a display-fabricating department; a well-trained, permanent production staff; and perhaps most important of all—a determination by all to deliver quality and service to our clients. Give us a call when you need help from any or all of our departments—we'd like to help you make your sales meeting, show, or exhibit the best you've ever had.

Andrews, Bartlett and Associates, Inc.

1849 West 24 Street Cleveland 13, Ohio TOwer 1-6045

THE NATION'S FOREMOST FIRM IN EXPOSITION PRODUCTION AND FURNISHINGS

Conventions that go over BIG . . .

go overseas!

How often have you heard or said to yourself, "Boy! how I hate the idea of another convention in the Concrete Jungle!" But if you think that no place can please everybody—just wait until you announce one in Bermuda, Nassau, Hawaii or farther afield.

Not only does an overseas convention please everybody, but it gives your company prestige. And consulting Pan Am will insure your picking the right place at the right time. Your Pan American representative will advise you regarding hotels, local arrangements, special events —even show you movies of the place you pick. The cost? Often less than many ordinary gatherings in crowded domestic cities.

You have dozens of inviting places to choose from that are very close to home by Clipper*. And Pan Am's experience in 30 years of overseas flying is proof positive that you'll have every service and consideration you might wish. Call your Travel Agent or write: *Henry Beardsley, Pan American, P. O. Box 1790, New York 17, N. Y.*

*TRADE-MARK, REG. U.S. PAT. OFF.

PAN AMERICAN

WORLD'S MOST EXPERIENCED AIRLINE

CONVENTION FACILITIES ISSUE

MEETING & EXHIBIT PLANNERS' GUIDE TO SITES & SUPPLIERS

Sales Meetings

NATIONAL AUTHORITY ON CONVENTIONS, SALES MEETINGS AND TRADE SHOWS

Executive Offices: 1212 Chestnut St., Philadelphia 7, Pa. WAlnut 3-1788

NOVEMBER 15, 1957

HIGHLIGHTS

SAVE THIS ISSUE — IT'S SPECIAL

This issue is designed for executives who plan meetings, conventions, exhibits or expositions. It provides the only reference volume available on convention hotel and auditorium facilities in North America and nearby islands. In addition, it is a handy reference to sources of services and suppliers for meeting and exhibit needs.

AID TO MEETING BUDGET ESTIMATING

Included in the data on hotels and auditoriums are rates for meeting rooms, bedrooms, meals and exhibit areas. This affords a quick estimate of major meeting costs at the sites you are considering.

GUIDE TO TRANSPORTATION TO MEETING SITES

Airlines and railroads that serve each of the more than 800 hotels listed in this facilities guide are shown for each city. This is a speedy reference for both meeting and exhibit plans (and for personal travel as well).

DATA REVISED AND NEW FACILITIES ADDED

All information has been brought up to date and new facilities and services have been entered under their respective cities. While every effort has been made to provide complete and accurate data on popular meeting and exhibit sites, no responsibility can be assumed for omission or error.

when winter comes . . . can Florida be far from mind?

Fly NORTHEAST SKYLARKS to FLORIDA THIS WINTER

Let's be realistic. There are those who hate the sight of falling snow, barometers and thermometers . . . who regard nose drops and rock salt as signposts toward southerly migration. Thousands have discovered the luxury and comfort of Northeast Skylarks . . . new, 4-engine aircraft offering swift daily coach flights to Miami and Tampa, Florida. And they are considered by experts "the best buy in air travel today." Talk to your travel agent about including Northeast Skylarks in your plans for migrating this winter.

NORTHEAST AIRLINES

for DEPENDABLE MOVING

CALL YOUR ALLIED MOVER

...he's the No.1 Specialist

Ask your Allied Mover for a copy of "Before You Move." See yellow pages of your phone book, or write Allied Van Lines, Inc., Broadview, Illinois.

ALLIED VAN LINES • WORLD'S LARGEST LONG-DISTANCE MOVERS

PART TWO **Sales Management**

Sales Meetings MAGAZINE

EXECUTIVE OFFICES, 1212 Chestnut St. Philadelphia 7, Pa. WAlnut 3-1788

PUBLISHER, Philip Harrison

EDITORIAL

EDITOR
Robert Letwin

ASST. TO EDITOR
Catherine T. McElroy

Research Editor, John T. Fosdick

Consulting Editor, Richard Beckhard

Staff Photographer, Sid Robbins

READERS' SERVICE BUREAU
Anne Collos

CONVENTION DIRECTORY DEPT.
Toula DePrince
Jacqueline Johnson

ADVERTISING SALES

ASST. GENERAL MANAGER
Randy Brown, Jr.

DIVISION SALES MANAGERS

Philadelphia—Paul Lightman, 1212 Chestnut St., Philadelphia 7, Pa., WAlnut 3-1788.

New York—Elliot Hague, Randy Brown, Jr., 386 Fourth Ave., New York 16, N. Y., LExington 2-1760.

Chicago—Thomas S. Turner, 333 N. Michigan Ave., Chicago 1, Ill., STate 2-1266.

Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOodland 2-3612.

Bill Brothers Publications in MARKETING: Sales Management, Sales Meetings, Tide, Premium Practice. INDUSTRIAL: Rubber World, Plastics Technology. MERCHANDISING: Fast Food, Floor Covering Profits and Tires.

SALES MEETINGS is issued bimonthly: January, March, May, July, September and November as Part Two of SALES MANAGEMENT. All mail for SALES MEETINGS should be directed to Philadelphia Office.

Copyright 1957, Sales Management, Inc.

CONTENTS

SECTION ONE

Hotel and Auditorium Facilities

Alphabetical Index to Hotels 8

Index to Auditoriums 15

Hotel and Auditorium Facilities

United States 25
Canada 178
Hawaii 188
Puerto Rico 189
Virgin Isles 191
Bahama Islands 191
Bermuda 193
Jamaica 193
Cuba 194
Dominican Republic 196
Mexico 197
Panama 198

SECTION TWO

Directory of Suppliers

Exhibit Builders, Show Decorators Furniture Suppliers 201

Badge Suppliers 213

Model Agencies 215

Photographers 216

Entertainment Agencies, Industrial Show Producers 217

Audio-Visual Suppliers, Film Producers 223

Index to Advertisers 230

Proven Success! A Convention Cruise!

For Your Business Meetings

A decade of leadership in planning successful conventions and meetings afloat featuring:

- Your Choice of Trans-Atlantic Luxury Liners
- Sailing from your nearest East Coast port
- No attendance guarantee required
- Groups from 50 to 1,000 persons
- Custom Planned itineraries to meet your needs
- Cruises from three days duration—or longer, from $60 up per person
- Our staff handles all details

For complete proposal, contact

UNITED STATES TRAVEL AGENCY, INC.

(NOT A GOVERNMENT AGENCY)

Largest Charterers of Cruise Ships in America

Main Office: 807 15th St., N. W., Washington 5, D. C.

John E. Smith, Jr., President STerling 3-5420

NEED TEMPORARY HELP FOR YOUR CONVENTION, TRADE SHOW, OR SALES MEETING?

CALL

manpower, inc. for:

DEMONSTRATORS
MODELS
BOOTH ATTENDANTS
REGISTRATION TYPISTS
STENOS
BOOTH SET UP WORKERS
PRE-CONVENTION DETAILS
MAILING AND DUPLICATING SERVICE

Use our employees as long as you need them at low hourly rates.

manpower, inc.

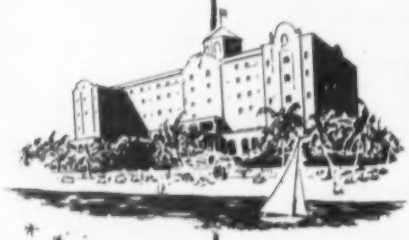
OVER 100 BRANCH OFFICES COAST TO COAST

Write for illustrated brochure to:

DEPT. C MANPOWER, INC. 820 N. PLANKINTON MILWAUKEE, WIS.

THE CASTLE HARBOUR
HOTEL, GOLF, BEACH & YACHT CLUB
Tucker's Town, BERMUDA
Island's Largest Seaside Resort
Howard F. Hohl, Gen. Mgr.

THE BIG FIVE MEAN BUSINESS!



FORT MONTAGU
BEACH HOTEL
NASSAU in the Bahamas,
Private Beach directly on
the Ocean
John L. Cota, Gen. Mgr.

WHEREVER YOU WISH TO GO,
BERMUDA, POCONOS,
NASSAU, CANADA

THESE TOP HOTELS
ARE YOUR BEST INVESTMENT!

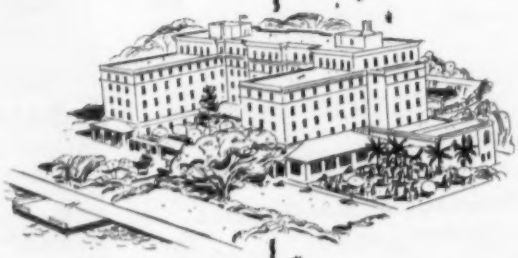
SPLIT ROCK LODGE
AND CLUB
WHITE HAVEN, R.D., PA.
"Sports Center of the Poconos"
at Big Boulder on Lake
Harmony
William D. Herrmann,
Gen. Mgr.

Take your pick of Island resorts, mountains, lakes, seaside beaches . . . the varied settings of these Big 5 hotels where you can blend business and pleasure most efficiently. Chosen by blue chip names in U.S. industry and commerce for all-round value . . . for finest convention facilities, cuisine and entertainment to meet your special requirements.

All details are handled by a centralized office with a long record of successful convention management.

Call or write for complete information

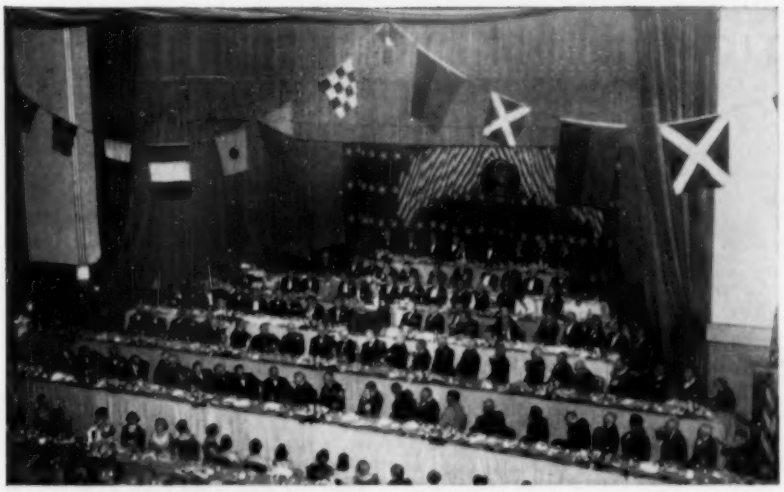
WILLIAM P. WOLFE ORGANIZATION, Representatives
500 5th Ave., New York 36 LO 5-1114
Also BOSTON • CHICAGO • CLEVELAND
MIAMI • PHILADELPHIA • TORONTO



THE BERMUDIANA
Hamilton, BERMUDA
A garden estate in the heart of
Hamilton
Carroll F. Dooley, Gen. Mgr.

THE ALPINE INN
AND COTTAGES
PROVINCE OF QUEBEC,
CANADA
Deluxe Log Chalet and
Cottage Resort on La
Riviere du Nord,
Ste. Marguerite Sta.
H. F. "Gibby" Gibson, Mgr.

5 Streamlined Settings for ★ BUSINESS MEETINGS ★ TRAVEL INCENTIVES ★ CONVENTIONS



OFFICIAL U. S. NAVY PHOTOGRAPH – "OPERATION REMEMBER" – A three-day round of ceremonies put on by the New York Council of the Navy League honored war leaders of Navy and Marines for their wartime services. At this gala celebration on May 2, for the first time in the history of the Waldorf-Astoria, 135 guests were seated at six different dais. Other major features arranged, coordinated, staged by SPECIAL EVENTS INC.

Call us in when you are planning your next CONVENTION so we can help you make it a notable SUCCESS

More and more businesses ranging from leading national advertisers and their advertising agencies/public relation counsels . . . to trade, civic, community and educational groups are calling in SPECIAL EVENTS INCORPORATED to talk things over.

They retain our services as an investment in a soundly planned program with sessions and featured events supervised and managed from start to finish by our experienced staff of talented specialists.

As qualified authorities, we coordinate all activities and gear them to primary objectives for smooth flowing, on-schedule operation – to make for eye-and-ear appeal, audience satisfaction and top attendance.

"Any organization needing new ideas in staging meetings and events, or dramatizing different approaches to standard situations, is buying solid service from SPECIAL EVENTS INCORPORATED . . . that pays off in effective results to audience, to management and to budget," reported an administrative executive recently to his association.

The president of a client firm sums it up: "To keep our program going at a good pace called for your experienced and efficient assistance on arrangements and visual aids."

Combining expert and professional backgrounds in every phase of show business with a working understanding of public, consumer, trade, industrial and employee relations, practices and standards, our team handles the overall supervision, production and staging of every type of special event.

Employing our services for meetings, conferences, conventions . . . makes the task of an arrangements chairman easier. The completeness of advance preparation, and the amount of work that goes into organizing the entire program the way we do it, "...will make your event go down in your history as the best so far," declares another executive director of a nation-wide organization.

To get a clearly defined and practical concept of what can be achieved with your next convention, let's talk it over sometime soon. Phone or write Edwin L. Neville, Vice Pres.

Use any or all of our Complete Services for Your Next Events

Create ideas and make recommendations, working in close cooperation with the client's executive personnel.

Outline procedures worked out in detail to meet deadlines of decision and action in every department.

Distribute clear, concise, operating memoranda to all concerned at the most useful time . . . this operating data thus becoming the production book of the project, complete in every detail.

Arrange and handle all technical aspects of place and location of special events: indoor or outdoor, auditorium, theatre or ballroom.

Develop seating and staging plans for sessions, meetings, shows, luncheons, receptions, banquets, all meal functions.

Design, produce and stage effects and settings, lighting, properties, furnishings, exhibits and displays, decorations.

Stage live shows ranging from a 30-minute (or shorter) presentation of a basic idea or problem to a spectacular theatrical production with full orchestra, dancers, singers, actors, specialty acts, models, and star entertainers, focusing the spotlight on products and services.

Produce visuals: film shorts in motion or slide, black and white or in full color, with sound or dialogue.

Provide film features or clips. Attend to all details of projection and all other means of mechanical communications.

Dramatize workshop sessions, symposiums, meetings, seminars, etc. . . . for:

- ☐ **Anniversaries**
- ☐ **Annual Conventions**
- ☐ **Civic Celebrations**
- ☐ **Dedication Ceremonies**
- ☐ **Events in the Fine Arts**
- ☐ **Fashion Events**
- ☐ **Fund-Raising Benefits**
- ☐ **Press Conferences**
- ☐ **Previews**
- ☐ **Product Promotions**
- ☐ **Sales Meetings**
- ☐ **Stockholders Meetings**
- ☐ **Workshop Sessions**
- ☐ **Other Special Events**

Special Events Inc.

Herbert V. Gellendré, President

222 East 46th St. • New York 17, N. Y. • MUrray Hill 2-2363

Clients report audience interest and results . . .

"Time, energy, talent . . . great help."
"I know quite a bit about the time and talent and energy which you and your staff found it necessary to contribute during and before PRSA's 9th Annual Meeting. I'd feel negligent, if I were not to add my personal heartfelt many, many thanks."
DAN J. FORRESTAL,
Manager Public Relations
Monsanto Chemical Company

"Wonderful handling of the convention..."
"On behalf of the DMMA Board of Governors I would like to express my sincere appreciation for the wonderful way in which you handled the Convention."
TED V. BIHLER, *Circulation Director*
Journal of Commerce

"Couldn't ask for finer job of organizing..."
"Thanks for the outstanding job your firm did in arranging and dramatizing the events of the Navy League's 54th Anniversary Dinner. Arrangements were perfect and we couldn't have asked for a finer job on the part of your organization."
ROYCE N. FLIPPIN, *President*
New York Council Navy League
of the United States

ONE OF THE SPECIAL FEATURES of the recent 7th Annual "INSIDE ADVERTISING WEEK" was the crowning of the Industry's Queen, "AD MISS, 1957". This ceremony highlighted an evening full of activities attracting industry-wide interest. The entire dinner produced and staged by SPECIAL EVENTS INCORPORATED at The Roosevelt Hotel, N.Y.C.

"Suggestions helpful all along the way . . ."
"On behalf of our panel, I would like you to know how tremendously grateful we are to you . . . for the interest you all took in our panel from the beginning and for your helpful suggestions all along the way."
STANLEY BAAR, *President*
Barber & Baar Associates, Inc.

"You made my task as chairman easier . . ."
"Add my congratulations to the others as a result of the DMAA Convention. Your group did a marvelous job and you certainly made my task as arrangements chairman easier. The whole convention, in my opinion, flowed smoothly as a result of your efforts."
EDGAR V. HALL,
Local Trademarks, Inc.

designers · coordinators · producers of distinguished special events

ALPHABETICAL INDEX TO HOTELS

A

Abraham Lincoln Hotel (Reading, Pa.) .. 154
Abraham Lincoln Hotel (Springfield, Ill.) 88
Hotel Adams (Phoenix, Ariz.) 28
Adelphia Hotel (Philadelphia 7, Pa.) 151
Admiral Semmes (Mobile 3, Ala.) 26
Hotel Adolphus (Dallas 1, Texas) 162
The Ahwahnee (Yosemite National Park, Calif.) 44
Albert Pike Hotel (Little Rock, Ark.) ... 30
Aladdin Hotel (Kansas City, Mo.) 110
Alexander Hamilton Hotel (Paterson, N.J.) 124
Alexander Hamilton Hotel (San Francisco, Cal.) 41
Alexandria Hotel (Los Angeles, Calif.) .. 35
Algonquin Hotel (Cumberland, Md.) 97
Algonquin Hotel (St. Andrews, N.B., Can.) 182
Allison Hotel (Miami Beach, Fla.) 60
Alpine Inn (Ste. Marguerite Station, Que., Can.) 187
Alvarado Hotel (Albuquerque, N.M.) ... 125
The Ambassador (Atlantic City, N.J.) ... 120
Ambassador Hotels (Chicago, Ill.) 80
Ambassador Hotel (Los Angeles 5, Calif.) 35
Americana Hotel (Miami Beach, Fla) ... 60
Americus Hotel (Allentown, Pa.) 148
The Angebilt (Orlando, Fla.) 71
Antlers Hotel (Colorado Springs, Colo.) .. 44
Antlers Hotel (Indianapolis, Indiana) ... 89
Apple Valley Inn (Apple Valley, Calif.) .. 31
Arawak Hotel (Ocho Rios, P.R.) 194
Arizona Biltmore (Phoenix, Ariz.) 28
Arizona Manor Hotel (Phoenix, Ariz.) 28
Arlington Hotel (Hot Springs, Ark.) 30
Arrowhead Springs Hotel (San Bernadino, Calif.) 40
Hotel Asilomar (Pacific Grove, Cal) 38
Atlanta Biltmore Hotel (Atlanta, Ga.) ... 75

B

Baker Hotel (Mineral Wells, Tex.) 168
The Baker Hotel (Dallas 1, Tex.) 162
Bal Harbour (Miami Beach, Fla.) 60
Balmoral (Miami Beach, Fla.) 60
The Balsams (Dixville Notch, N.H.) 119
Hotel Bamer (Mexico City, Mex.) 197
Hotel Bancroft (Saginaw, Mich.) 104
Bancroft Hotel (Worcester, Mass.) 101
Banff Springs Hotel (Banff, Alberta, Can.) 178
Bangor House (Bangor, Me.) 96
Banner Lodge (Moodus, Conn.) 45
Barbizon Plaza Hotel (New York, N.Y.) .. 132
Barcelona (Miami Beach, Fla.) 60
Hotel Barnum (Bridgeport, Conn.) 45
Battery Park Hotel (Asheville, N.C.) 141
The Battle House (Mobile, Ala.) 26
Bay Roc Hotel (Montego Bay, Jamaica) .. 194
The Beaconsfield (Brookline, Mass.) 98
Hotel Beaumont (Beaumont, Tex.) 159
Bedford Springs Hotel (Bedford, Pa.) ... 149
Bellemont Motor Hotel (Baton Rouge, La.) 94
Belleview Biltmore (Belleair, Fla.) 50
The Bellevue Stratford (Philadelphia 2, Pa.) 151
Belmont Plaza Hotel (New York 17, N.Y.) 132
Ben Lomond (Ogden, Utah) 169
Benjamin Franklin Hotel (Philadelphia 5, Pa.) 151
The Benjamin Franklin Hotel (Seattle 1, Washington) 174
Hotel Benson (Portland, Oregon) 148
Berkley-Carteret Hotel (Asbury Park, N.J.) 120
Bentley Hotel (Alexandria 5, La.) 94
The Berkshire Inn (Great Barrington, Mass.) 99
The Bermudian (Bermuda) 193
The Bessborough (Saskatoon, Sask., Can.) 188
Hotel Bethlehem (Bethlehem, Pa.) 149
Beverly-Hilton (Beverly Hills, Calif.) ... 18
Beverly Wilshire Hotel (Beverly Hills, Calif.) 32
Bigwin Inn (Muskoka, Ont., Can.) 183
The Biltmore (Los Angeles 13, Calif.) ... 37
The Biltmore (New York) 132
Biscayne Terrace Hotel (Miami, Fla.) ... 58
Bishop's Lodge (Santa Fe, N.M.) 126
Hotel Blackhawk (Davenport, Iowa) 90
Blackstone Hotel (Omaha, Nebraska) 113
Boca Grande Hotel (Boca Grande, Fla.) .. 51
Boca Raton Hotel & Club (Boca Raton, Fla.) 51
Hotel Boise (Boise, Idaho) 77
Bon Air Hotel (Augusta, Ga.) 76
Hotel Bond (Hartford 1, Conn.) 45
Boss Orlando Hotel (Decatur, Ill.) 86
Bradford Hotel (Boston 16, Mass.) 98
Breezy Point Lodge (Pequet Lake, Minn.) 105
Bright Angel Lodge (Grand Canyon, Ariz.) 27
British Colonial Hotel (Nassau, Bahamas) 191
The Broadmoor Hotel (Colorado Springs, Colo.) 44
Hotel Broadview (East St. Louis, Ill.) 86
Brockway Hot Springs (Lake Tahoe, Calif.) 34
Brown Palace Hotel (Denver, Colo.) 45
Brown Hotel (Louisville, Ky) 94
Hotel Brownwood (Brownwood, Tex.) 159
Brunswick Hotel (Lancaster, Pa.) 150
Buccaneer Hotel (Galveston, Tex.) 165
The Buena Vista Hotel (Biloxi, Miss.) 107
Hotel Buffalo (Buffalo, N.Y.) 127
Burdick Hotel (Kalamazoo, Mich.) 104
Bushkill Falls House (Bushkill, Pa.) 149

C

Hotel Cactus (San Angelo, Tex.) 168
Hotel California (Fresno, Cal.) 33
Camelback Inn (Phoenix, Ariz.) 27
Capitol Hotel (Lincoln, Nebr.) 113
Capitol House Hotel (Baton Rouge, La.) 94
Captain Shreve (Shreveport, La.) 95
Caribe Hilton Hotel (San Juan, P.R.) ... 190
The Carlton House (Pittsburgh, Pa.) 152
Carmel Valley Inn (Carmel, Cal.) 32
The Carolina (Pinehurst, N.C.) 143
Carolina Hotel (Winston-Salem, N.C.) 143
Hotel Carpenter (Manchester, N.H.) 119
Carillon Hotel (Miami Beach) 62
Hotel Carrillo (Santa Barbara, Cal.) 43
Hotel Carter (Cleveland, O.) 145
Casa Blanca Inn (Scottsdale, Ariz.) 28
The Casa Marina Hotel (Key West, Fla.) 58
The Casa Munras Hotel (Monterey, Cal.) 37
Castaways Motel (Miami Beach) 62
Castle in the Clouds (Lookout Mountain, Tenn.) 157
The Castle Harbour (Tucker's Town, Bermuda) 193
Cat Key Club (Catcay, Bahamas) 191
Cavalier Club (Virginia Beach, Va.) . 173
Chalet Cochand (Ste. Marguerite Station, Que, Can.) 187
Chalfonte-Haddon Hall (Atlantic City, N.J.) 120
Chamberlin Hotel (Fort Monroe, Va.) ... 169
The Chantecler (St. Adele, Que.) 187
Chapman Park Hotel (Los Angeles, Calif.) 37
Charlevoix Beach Hotel (Charlevoix, Mich.) 101
Hotel Charlotte (Charlotte, N.C.) 142
The Charlottetown (Charlottetown, P.E.I.) 185
Chase-Park Plaza Hotels (St. Louis, Mo.) 111
Chateau Frontenac (Quebec, Can.) 186
Chateau Lake Louise (Lake Louise, Alberta) 178
Chateau Laurier (Ottawa, Ont.) 183
Cherry Hill Inn (Haddonfield, N.J.) 123
Hotel Chiefton (Council Bluffs, Iowa) 90
Chinook Hotel (Yakima, Wash.) 176
Chulavista Hotel (Cuernavaca, Morelos, Mex.) 197
Hotel Claremont (Berkeley, Cal.) 31
Clarence Parker Hotel (Minot, N.D.) 143
The Claridge Hotel (Atlantic City, N.J.) .. 122
Hotel Claridge (Memphis, Tenn.) 158
Claypool Hotel (Indianapolis, Ind.) 89
Hotel Cleveland (Cleveland, O.) 145
Cliff Hotel (San Francisco, Cal.) 42
The Cloister (Sea Island, Ga.) 77
Hotel Club De Pesca (Alcapulco, Mex.) ... 196
Colonnades Hotel (Palm Beach, Fla.) 71
The Colony (Kennebunkport, Me.) 96
Columbia Hotel (Columbia, S.C.) 155
Columbus Hotel (Miami, Fla.) 58
Commander Hotel (Cambridge, Mass.) ... 98
Commodore Hotel (New York, N.Y.) ... 134
Commodore Maury Hotel (Norfolk, Va.) .. 170
Commodore Perry Hotel (Austin, Tex.) .. 158
Commodore Perry Hotel (Toledo, O.) 146
Concord Hotel (Kiamesha Lake, N.Y.) ... 130
Condado Beach Hotel (San Juan, Puerto Rico) 190
Congress Motor Hotels (Santa Monica, Cal.) 44
Connor Hotel (Joplin, Mo.) 109
The Conrad Hilton Hotel (Chicago, Ill.) .. 80
Coronado Hotel (St. Louis, Mo.) 111
Continental Hotel (Kansas City, Mo.) 110
Hotel Cornhusker (Lincoln, Neb.) 113
Cornwallis Inn (Kentville, Nova Scotia) .. 182
Hotel Cortez (El Paso, Tex.) 164
The Cosmopolitan Western Hotel (Denver, Colo.) 45
Crawford House Club (Crawford Notch, N.H.) 118
Crown Hotel (Miami Beach, Fla.) 64
Crown Hotel (Providence, R.I.) 155
Curtis Hotel (Lenox, Mass.) 98
Curtis Hotel (Minneapolis, Minn.) 105

D

Hotel Dallas (Dallas, Texas) 162
Daniel Boone Hotel (Charleston, W. Va.) 176
Hotel Davenport (Spokane, Wash.) 175
Dayton Biltmore Hotel (Dayton, O.) 146
Daytona Plaza (Daytona Beach, Fla.) ... 53
The Dearborn Inn (Dearborn, Mich.) 101
Deauville Hotel (Miami Beach, Fla.) 64
Hotel del Coronado (Coronado, Cal.) 32
Del Monte Lodge (Pebble Beach, Cal.) ... 40
The Del Prado (Chicago, Ill.) 80
Hotel Del Prado (Mexico City, Mex.) 197
Hotel Dempsey (Macon, Ga.) 76
Hotel Dennis (Atlantic City, N.J.) 122
Desert Inn (Las Vegas, Nev.) 116
The Desert Inn Hotel (Richland, Wash.) .. 174
Deshler-Hilton Hotel (Columbus, O.) 146
Desoto Hotel (Savannah, Ga.) 77
Detroit-Leland Hotel (Detroit, Mich.) 102
Devil's Gap Lodge (Kenora, Ont.) 182
Dewitt Clinton Hotel (Albany, N.Y.) ... 127
Di Lido Hotel (Miami Beach, Fla.) 64
The Dinkler-Andrew Jackson Hotel (Nashville, Tenn.) 158
Dinkler-Jefferson Davis Hotel (Montgomery, Ala.) 26
Dinkler-Plaza Hotel (Atlanta, Ga.) 75
The Dinkler-Tutwiler Hotel (Birmingham, Ala.) 25
Diplomat Hotel (Hollywood, Fla.) 55
Disneyland Hotel (Anaheim, Calif.) 30
Douglas Hotel (Newark, N.J.) 124
The Drake Hotel (Chicago, Ill.) 80
Drake Hotel (Philadelphia, Pa.) 152
Driskill Hotel (Austin, Tex.) 158
Hotel Duluth (Duluth, Minn.) 105
Dunes Hotel (Las Vegas, Nev.) 116
Hotel Du Pont (Wilmington, Del.) 46
Dupont Tarleton Hotel (Miami) 59
Hotel Dyckman (Minneapolis, Minn.) 105

E

The Eastland Hotel (Portland, Me.) 96
Eden Roc (Miami Beach, Fla.) 64
Edgewater Hotel (Waikiki, Hawaii) 188
Edgewater Beach Hotel (Chicago, Ill.) ... 80
Edgewater Gulf Hotel (Edgewater Park, Miss.) 108
Hotel Edwards (Beaumont, Tex.) 159
The Hotel Edwards (Jackson, Miss.) 108
El Barranquitas Hotel (Barranquitas, P.R.) 190
El Conquistador Hotel (Tucson, Ariz.) ... 28
Hotel El Cortez (Reno, Nev.) 117
El Cortez (San Diego, Cal.) 41
El Embajador (Ciudad Trujillo, D.R.) ... 196
El Mirador Hotel (Palm Springs, Calif.) .. 39
El Panama Hotel (Panama City, Panama) 198
El Presidente (Acapulco, Mexico) 196
El Presidente (Mexico City, Mexico) 197
El Rancho (Gallup, N.M.) 126
Hotel El Rancho (Sacramento, Cal.) 40
El Rancho Vegas (Las Vegas, Nev.) 116
Hotel El Tejon (Bakersfield, Cal.) 32
El Tovar (Grand Canyon, Nat'l. Park, Ariz.) 27
Elbow Beach Surf Club (Bermuda) 193
Elizabeth Carteret Hotel (Elizabeth, N.J.) 123
Elkhart Hotel (Elkhart, Ind.) 88
Ellinor Village (Daytona Beach, Fla.) ... 53
The Elms Hotel (Excelsior Springs, Mo.) 109
Emerald Beach Hotel (Nassau, Bahamas) 192
Emerson Hotel (Baltimore, Md.) 96
Empress Hotel (Miami Beach, Fla.) 68
Empress Hotel (Victoria, B.C.) 182
Equinox House (Manchester, Vt.) 169
Essex House (New York, N.Y.) 134
Hotel Evans (Columbus, Nebr.) 112

F

Fairmont Hotel (San Francisco, Cal.) 42
The Fairfax Hotel (Norfolk, Va.) 170
Hotel Faust (Rockford, Ill.) 87
Feather River Inn (Blairsden, Cal.) 32
Finlen Hotel (Butte, Mont.) 112
Flamingo Hotel (Las Vegas, Nev.) 116
Flamingo Hotel (Miami Beach, Fla.) 68
Hotel Florence (Missoula, Mont.) 112
Floridan Hotel (Tallahassee, Fla.) 74
Floridan Hotel (Tampa, Fla.) 74
Flying L Ranch (Bandera, Texas) 159
Hotel Fontainebleau (Miami Beach, Fla.) 68
Fort Des Moines (Des Moines, Ia.) 91
The Fort Garry (Winnipeg, Manitoba) .. 182
Fort Harrison Hotel (Clearwater, Fla.) ... 53
Fort Montagu Beach Hotel (Nassau, B.W.I.) 193
Hotel Fort Stanwix (Johnstown, Pa.) ... 150
Hotel Fort Sumter (Charleston, S.C.) 155
Fremont Hotel (Las Vegas, Nev.) 117
Francis Marion Hotel (Charleston, S.C.) 155
Frederick Hotel (Huntingdon, W.Va.) ... 177
Frederick Martin Hotel (Moorhead, Minn.) 105
French Lick Sheraton (French Lick, Ind.) 89
Franconia Hotel (Forest Hills, N.H.) 119
Furnace Creek (Death Valley, Cal.) 33

G

Galen Hall Hotel (Wernersville, Pa.) ... 155
Galt Ocean Mile Hotel (Ft. Lauderdale, Fla.) 55
Hotel Galvez (Galveston, Tex.) 166
Gardner Hotel (Fargo, N.D.) 143
Hotel Gary (Gary, Ind.) 89
Gayoso Hotel (Memphis, Tenn.) 158
General Oglethorpe Hotel (Savannah, Ga.) 77
George Vanderbilt Hotel (Asheville, N.C.) 142
Hotel George Washington (Jacksonville, Fla.) 56
Hotel George Washington (West Palm Beach Fla.) 74
Georgia Hotel (Atlanta, Ga.) 75
Georgia Hotel (Vancouver, B.C.) 180
Giant's Mayfair Inn (Sanford, Fla.) 74
Gideon Putnam Hotel (Saratoga Springs, N.Y.) 139
Golden Gate Hotel (Miami Beach, Fla.) .. 68
Goldman Hotel (Fort Smith, Ark.) 30

RELY on SHERATON

for smooth-running conventions

Smooth-running conventions are a proud tradition at Sheraton. At any of the hotels below you'll find complete facilities — with all the trimmings. Convention experts who help you plan in advance, and follow through on every detail. An experienced staff whose sole job is to make your meeting go like clockwork. You are invited to get in touch with any of the hotel managers or sales managers listed below.

AT YOUR SERVICE IN 33 CITIES

EASTERN DIVISION

ALBANY. The Sheraton-Ten Eyck
400 rooms. Ballroom accommodates 450 for banquets, 650 for meetings. Ten other function rooms for up to 300. Harry E. Fear, Sales Mgr.

BALTIMORE. The Sheraton-Belvedere
300 rooms. Ballroom accommodates 500 for banquets, 700 for meetings. Fourteen other function rooms for up to 700. A. Russell Phillips, Sales Mgr.

BOSTON. The Sheraton-Plaza
450 rooms. Ballroom accommodates 1200 for banquets, 1600 for meetings. Many other function rooms for up to 450 people. William N. Field, Sales Mgr.

BUFFALO. The Sheraton Hotel
275 rooms. Four function rooms accommodating from 40-250 people. Joseph Ash, Sales Mgr.

NEW YORK. The Sheraton-Astor
750 rooms. Largest banquet facilities in the world. Four large ballrooms, eleven other function and meeting rooms. Robert D. Howard, Sales Mgr.

NEW YORK. The Park-Sheraton
1600 rooms. Grand ballroom accommodates 600 for meetings and banquets. Many other function rooms. Robert D. Weatherstone, Director of Sales.

NEW YORK. The Sheraton-McAlpin
1500 rooms. Three large ballrooms each accommodating 400 for banquets, 500 for meetings. Nine other function rooms for up to 225 people. James J. Flanagan, Director of Sales.

PHILADELPHIA. The new Sheraton Hotel
1,000 rooms. Grand Ballroom accommodates from 1200 to 1800 persons. Completely new hotel with ideal facilities for any activity. George F. Gorman, Sales Mgr.

PITTSBURGH. The Penn-Sheraton
1600 rooms. (Formerly the William Penn.) Complete facilities for groups of up to 3,000 people. 25 air-conditioned function rooms. John F. Johnson, Sales Mgr.

PROVIDENCE. The Sheraton-Biltmore
600 rooms. Ballroom accommodates 500 for banquets, 800 for meetings. Many other large function rooms accommodating up to 300 people. James O'Halloran, Sales Mgr.

ROCHESTER. The Sheraton Hotel
350 rooms. Ballroom accommodates 500 for dinner, 650 for meetings. Many other large function rooms for up to 400 persons. William Sullivan, Sales Mgr.

SPRINGFIELD. The Sheraton-Kimball
400 rooms. Ballroom accommodates 450 for banquets, 600 for meetings. Six other function rooms for up to 250 people. Joseph D. Price, Sales Mgr.

WASHINGTON. Sheraton-Park
1200 rooms. Home of Sheraton Hall, America's most advanced convention hall, accommodating from 2000 to 3000. Huge Exhibit Hall and many other function rooms. Howard Jacobs, Sales Mgr.

WASHINGTON. Sheraton-Carlton
250 rooms. Ballroom accommodates 200 for banquets, 250 for meetings. Edmond A. Rieder, Gen. Mgr.

MIDWESTERN DIVISION

AKRON. The Sheraton Hotel
450 rooms. Ballroom accommodates 600 for banquets, 800 for meetings. Eight other function rooms for up to 250 people. Richard W. Davis, Sales Mgr.

CHICAGO. The Sheraton-Blackstone
400 rooms. Ballroom accommodates 500 for banquets, 700 for meetings. Many other function rooms for up to 450 people. Kenneth Anderson, Sales Mgr.

CHICAGO. The Sheraton Hotel
500 rooms. Ballroom accommodates 1200 for dinner, 1600 for meetings. Many other function rooms for up to 500 people. Thomas J. McDonald, Sales Mgr.

CINCINNATI. The Sheraton-Gibson
1000 rooms. Ballroom accommodates 765 for banquets, 1200 for meetings. Roof Garden for 1700 persons. Other rooms for up to 250 people. Ann Kroger, Sales Mgr.

DALLAS. Sheraton Hotel — opens 1959
The convention hotel of tomorrow. For details, contact L. Ray Dieterich, Sales Mgr., Sheraton Corp., 501 Southland Life Bldg., 1416 Commerce Street.

DETROIT. The Sheraton-Cadillac
1200 rooms. Grand Ballroom accommodates 900 for banquets, 1100 for meetings. Another ballroom and many other function rooms for up to 500 people. William Goldsberry, Sales Mgr.

FRENCH LICK, Indiana
The French Lick-Sheraton
600 rooms — the Middle West's finest and largest convention resort. Convention Hall for 1,000 — plus golf, swimming, riding, all facilities. William A. Roth, Sales Mgr.

INDIANAPOLIS. The Sheraton-Lincoln
400 rooms. Ballroom accommodates 500. Ten other function rooms. Harold Main, Sales Mgr.

LOUISVILLE. Sheraton-Seelbach
350 rooms. Ballroom accommodates up to 950. Seventeen other function rooms for up to 800 persons. William C. Howard, Sales Mgr.

LOUISVILLE. The Watterson
220 rooms. Co-headquarters with the Sheraton-Seelbach. Meeting rooms accommodating up to 200 people for meetings.

OMAHA. The Sheraton-Fontenelle
400 rooms. Ballroom accommodates up to 900. Fourteen function rooms and ample exhibit space. Lloyd N. Prince, Director of Sales.

ST. LOUIS. The Sheraton-Jefferson
800 rooms. Ballroom accommodates 1000 for banquets, 1600 for meetings. Ample exhibit space, many function rooms for up to 650 people. Gregory R. Lucy, Sales Mgr.

(For convention information about Sheraton Hotels in Sioux City and Cedar Rapids, Iowa; Sioux Falls and Rapid City, South Dakota — see the listings in this issue and contact L. N. Prince, Director of Sales, Sheraton Mid-Continent Hotels, Omaha, Neb.)

PACIFIC DIVISION

LOS ANGELES. Sheraton-Town House
265 rooms. Beautiful Terrace Room, overlooking swimming pool, seats 200. Tom Browne, Sales Mgr.

PASADENA. Huntington-Sheraton
462 rooms. Resort-convention center just 15 minutes from Los Angeles. Excellent function rooms, swimming pool. G. A. Whitcomb, Sales Mgr.

SAN FRANCISCO. Sheraton-Palace
700 rooms. The magnificent Garden Court accommodates 1000 persons. There are 19 function rooms for up to 700 persons. Paul Howell, Sales Mgr.

CANADIAN DIVISION

HAMILTON, Ont. The Royal Connaught
400 rooms. Ballroom accommodates 800. Many other function rooms for up to 600 persons. A. Michael O'Brien, Gen. Mgr.

MONTREAL. The Sheraton-Mt. Royal
1100 rooms. Ballroom accommodates 1000 for banquets, 1200 for meetings. Many other function rooms for up to 1000 people. George Cotterill, Sales Mgr.

MONTREAL. The Laurentien
1110 rooms. Co-headquarters with the Sheraton-Mt. Royal for Montreal's largest convention center. Crandall E. Lockhart, Gen. Mgr.

NIAGARA FALLS. The Sheraton-Brock
300 rooms. Convention Hall for 500. Four other function rooms for up to 300 persons. Glen Clarke, Sales Mgr.

TORONTO. The King Edward Sheraton
850 rooms. Modernized Crystal Ballroom seats 1,000. Seventeen other banquet and meeting rooms. Joseph Downey, Sales Mgr.

FREE BOOKLET:
"Sheraton Convention Facilities." For your copy of this useful booklet, write Sales Dept., Sheraton Corp. of America, Sheraton Bldg., 470 Atlantic Ave., Boston, Mass.

SHERATON the proudest name in **HOTELS**

Executive and Sales Office: 470 Atlantic Avenue, Boston 10, Massachusetts

ALPHABETICAL INDEX TO HOTELS continued

The Goldman (Pleasantdale, N.J.) 124
Governor Clinton Hotel (New York, N.Y.) 134
Hotel Grady Manning (Little Rock, Ark.) 31
Gran Hotel Ancira (Monterrey, N.L., Mex.) 198
Grand Bahama Club (Grand Bahama, Bahamas) 191
Grand Hotel (Mackinac Island, Mich.) 104
Grand Hotel (Point Clear, Ala.) 26
Graver Hotel (Fargo, N.D.) 143
Great Oak Lodge and Yatcht Club (Chestertown, Md.) 97
Hotel Green (Pasadena, Cal.) 39
The Greenbrier & Cottages (White Sulphur Spring, W. Va.) 177
Grim Hotel (Texarkana, Tex.) 168
Griswold Hotel (Eastern Point, Groton, Conn.) 45
Grossinger Hotel (Grossinger, N.Y.) 130
Grove Park Inn (Asheville, N.C.) 142
Gulf Hills Dude Ranch (Ocean Springs, Miss.) 109
Gunter Hotel (San Antonio, Tex.) 168

H

Habana Hilton Hotel (Havana, Cuba) 194
Hacienda (Fresno, Cal.) 33
Halekulani Hotel (Honolulu, Hawaii) 188
Half Moon Hotel (Montego Bay, Jamaica) 194
Hamilton Hotel (Chicago, Ill.) 82
Hamilton Hotel (Laredo, Tex.) 166
Havana Riviera (Havana, Cuba) 196
Hawaiian Village (Honolulu, Hawaii) 188
Hotel Hayes (Jackson, Mich.) 104
Heidelberg Hotel (Jackson, Miss.) 109
The Hendrick Hudson Hotel (Troy, N.Y.) 140
Henry Grady Hotel (Atlanta, Ga.) 75
Henry Hudson Hotel (New York, N.Y.) 134
Hotel Hermitage (Nashville, Tenn.) 158
Hotel Hershey (Hershey, Pa.) 150
High Point Inn (Mt. Pocono, Pa.) 151
Highland Hotel (Springfield, Mass.) 100
Hotel Hildebrecht (Trenton, N.J.) 125
Hillcrest Hotel (Toledo, O.) 146
Hilton Hotel (Albuquerque, N.M.) 126
Hilton Hotel (El Paso, Tex.) 164
Hilton Hotel (San Antonio, Tex.) 168
Hobergs Resort (Hobergs, Calif.) 33
Holiday Hotel (Reno, Nev.) 118
Holiday Inn (Bessemer, Ala.) 25
Hollywood Hotel (West End, N.J.) 125
Hollywood Beach Hotel (Hollywood, Fla.) 55
Hollywood Knickerbocker, Hollywood, Calif.) 33
Hollywood Plaza Hotel (Hollywood, Cal.) 33
Hollywood Roosevelt Hotel (Hollywood, Cal.) 34
Holman's Guest Ranch (Carmel, Cal.) 32
The Homestead (Hot Springs, Va.) 169
The Homestead (Lake Placid, N.Y.) 130
Huckins Hotel (Oklahoma City, Okla.) 147
The Huntingdon-Sheraton (Pasadena, Cal.) 40
The Huntington (St. Petersburg, Fla.) 73

I

The Inn (Buck Hill Falls, Pa.) 149
Island View Lodge (Brainerd, Minn.) 104

J

Jack Tar Hotel (Galveston, Tex.) 166
Hotel Jamestown (Jamestown, N.Y.) 130
Jaraqua Hotel (Ciudad Trujillo, D.R.) 196
Jasper Park Lodge (Jasper, Alta.) 178
Hotel Jayhawk (Topeka, Kans.) 92
Jean Lafitte Hotel (Galveston, Tex.) 166
Hotel Jefferson (Peoria, Ill.) 87
Hotel Jefferson (Atlantic City, N.J.) 122
Jefferson Hotel (Norfolk, Va.) 171
The Jefferson Hotel (Richmond, Va.) 172
Hotel Jermyn (Scranton, Pa.) 154
John Marshall Hotel (Richmond, Va.) 172
Jokake Inn (Phoenix, Ariz.) 28
Jug End Barn (South Egremont, Mass.) 100
Jung Hotel (New Orleans, La.) 94

K

Hotel Kahler (Rochester, Minn.) 106
Kaskaskia Hotel (La Salle, Ill.) 87
Kenmore Hotel (Boston, Mass.) 98
The Kentucky Hotel (Louisville, Ky.) 94
Key Biscayne Hotel (Miami, Fla.) 59
King Carter Hotel (Richmond, Va.) 172
The King Cotton Hotel (Greensboro, N.C.) 142
Hotel King Cotton (Memphis, Tenn.) 158
King's Gateway Hotel (Land O'Lake, Wis.) 177
King Edward Hotel (Toronto, Ont.) 184
King & Prince Hotel (St. Simons Island, Ga.) 77
Hotel Kirkwood (Des Moines, Ia.) 91

L

LaQuinta Hotel (LaQuinta, Cal.) 33
La Playa Hotel (Carmel, Cal.) 32
La Rada Hotel (San Juan, Puerto Rico) 190
La Salle Hotel (Chicago, Ill.) 82
La Salle Hotel (South Bend, Ind.) 90
Lafayette Hotel (Buffalo, N.Y.) 127
Hotel Lafayette (Clinton, Iowa) 90
Hotel Lafayette (Little Rock, Ark.) 31
Lafayette Hotel (Lexington, Ky.) 93
Lafayette Hotel (Long Beach, Cal.) 34
Lafayette Hotel (Portland, Me.) 96
Hotel Lafayette (Rockford, Ill.) 87
LaFonda Hotel (Santa Fe, N.M.) 127
Lake Quinault Lodge (Quinault, Wash.) 174
Lake Tarleton Club (Pike, N.M.) 119
Lakeside Inn (Eagles Mere, Pa.) 149
Lakeside Inn (Lake Placid, N.Y.) 130
The Lamar Hotel (Houston, Tex.) 166
Lamar Hotel (Meridian, Miss.) 109
Las Vegas Hacienda (Las Vegas, Nev.) 117
Laurel in the Pines (Lakewood, N.J.) 124
Laurentian (Montreal, Que.) 185
Le Claire Hotel (Moline, Ill.) 87
Hotel Lassen (Wichita, Kans.) 92
Laurentide Inn (Ste. Agathe des Monts, Que.) 187
Lawrence Hotel (Erie, Pa.) 150
Leamington Hotel (Minneapolis, Minn.) 105
Hotel Leamington (Oakland, Cal.) 38
Hotel Leland (Aurora, Ill.) 79
Hotel Leland (Richmond, Ind.) 90
Hotel Leland (Springfield, Ill.) 88
Lexington Hotel (New York, N.Y.) 135
Lenox Hotel (Buffalo, N.Y.) 129
Lennox Hotel (St. Louis, Mo.) 111
Hotel Lincoln (Lincoln, Neb.) 113
Hotel London (London, Ont.) 182
Long Trail Lodge (Rutland, Vt.) 169
Hotel Loraine (Madison, Wis.) 177
Lord Baltimore Hotel (Baltimore, Md.) 96
The Lord Jefferey (Amherst, Mass.) 97
Lowry Hotel (St. Paul, Minn.) 107
Hotel Lubbock (Lubbock, Tex.) 168
Hotel Lucerne (Miami Beach, Fla.) 68
Hotel Luma (Mexico City, Mex.) 197

M

The Macdonald Hotel (Edmonton, Alberta) 178
Madden Lodge (Brainerd, Minn.) 104
Hotel Madison (Norfolk, Nebr.) 113
Majestic Hotel (Hot Springs, Ark.) 30
Manger Hotel (Boston, Mass.) 98
Manger Hotel (Cleveland, O.) 145
Manger Hotel (Savannah, Ga.) 77
Manger Hotel (Grand Rapids, Mich.) 103
Manger-Seneca (Rochester, N.Y.) 139
Manger-Vanderbilt (New York, N.Y.) 135
Manhattan Hotel (New York, N.Y.) 135
Manoir Richelieu (Murray Bay, Que.) 186
The Manor (Asheville, N.C.) 142
Manor House (Ste. Agathe des Monts, Que.) 187
Mansfield-Leland Hotel (Mansfield, O.) 146
Mapes Hotel (Reno, Nev.) 118
Marcy Hotel (Lake Placid, N.Y.) 130
Hotel Marik Plaza (Guernavaca, Morelos, Mex.) 197
Hotel Marion (Little Rock, Ark.) 31
Marion Davies' Desert Inn (Palm Spring, Cal.) 39
Hotel Mark Hopkins (San Francisco, Cal.) 42
Mark Twain Hotel (Elmira, N.Y.) 129
Hotel Markham (Gulfport, Miss.) 108
Mar Monte (Santa Barbara, Cal.) 43
Mark Thomas Inn (Monterey, Cal.) 38
The Marshall House (York, Me.) 96
The Maxwell House (Nashville, Tenn.) 158
Mayfair Hotel (Los Angeles, Cal.) 37
Hotel Mayfair (Sioux City, Ia.) 92
Mayfair Hotel (St. Louis, Mo.) 112
Mayflower Hotel (Jacksonville, Fla.) 55
Mayflower Hotel (Seattle, Wash.) 174
Mayflower Hotel (Washington, D.C.) 48
Mayflower Motor Hotel (Corpus Christi, Tex.) 159
The Mayo Hotel (Tulsa, Okla.) 147
Mayview Manor (Blowing Rock, N.C.) 142
The McAllister Hotel (Miami, Fla.) 59
Hotel McCurdy (Evansville, Ind.) 88
Menger Hotel (San Antonio, Tex.) 168
Hotel Miami (Dayton, O.) 146
Mid-Ocean Club (Bermuda) 193
Miramar Hotel (Santa Barbara, Calif.) 43
Miramar Hotel (Santa Monica, Calif.) 43
Mira-Mar Hotel (Sarasota, Fla.) 74
Mission Inn (Riverside, Calif.) 40
Moana Hotel (Honolulu, Hawaii) 189
Mohican Hotel (New London, Conn.) 46
Molton Hotel (Birmingham, Ala.) 25
The Monmouth Hotel (Spring Lake Beach, N.J.) 125
Mo-nom-o-nock Inn (Mountainhome, Pa.) 150
Monson Hotel (St. Augustine, Fla.) 72
Mont Tremblant Lodge (Mont Tremblant, Que.) 186
Montauk Manor (Montauk, L.I., N.Y.) 131
Monte Carlo Hotel (Miami Beach, Fla.) 70
Monte Cassino (Mexico City, Mex.) 197
Montego Beach (Montego Bay, Jamaica) 194
Montgomery Hotel (San Jose, Cal.) 42
Monticello Hotel (Norfolk, Va.) 171
Hotel Moraine-on-the-Lake (Highland Park, Ill.) 87
Morrison Hotel (Chicago, Ill.) 82
Morton Hotel (Grand Rapids, Mich.) 103
Mt. Airy Lodge (Mt. Pocono, Pa.) 151
Mt. Washington Hotel (Bretton Woods, N.P.) 118
Mountain View Hotel (Gatlinburg, Tenn.) 157
The Mountain View House (Whitefield, N.H.) 120
Muehlebach Hotel (Kansas City, Mo.) 110
Hotel Multnomah (Portland, Ore.) 148
Myrtle Bank Hotel (Kingston, Jamaica) 193

N

Hotel Nacional de Cuba (Havana, Cuba) 196
Nansemond Hotel (Norfolk, Va.) 171
Nassau Tavern (Princeton, N.J.) 124
Natural Bridge Hotel (Natural Bridge, Va.) 170
Neil House Hotel (Columbus, O.) 146
Nelson House (Poughkeepsie, N.Y.) 138
Netherland Hilton (Cincinnati, O.) 144
New Albany Hotel (Albany, Ga.) 74
New Hotel Monteleone (New Orleans, La.) 95
New Ocean House (Swampscott, Mass.) 101
New Washington Hotel (Seattle, Wash.) 175
New Weston Hotel (New York, N.Y.) 135
Hotel New Yorker (New York, N.Y.) 135
Hotel Newhouse (Salt Lake City, Utah) 169
Hotel Niagara (Niagara Falls, N.Y.) 138
Nippersink Manor Resort (Genoa City, Wis.) 177
Normandie Hotel (San Juan, Puerto Rico) 191
Hotel North Park (Chicago, Ill.) 82
North Shore Hotel (Evanston, Ill.) 86
Northern Hotel (Billings, Mont.) 112
Northernaire (Three Lakes, Wis.) 178
Northampton Hotel & Wiggins Old Tavern (Northampton, Mass.) 100
Hotel Northland (Green Bay, Wis.) 177
The Nova Scotian (Halifax, N.S.) 182
Nueces Hotel (Corpus Christi, Tex.) 160

O

Oak N' Spruce (South Lee, Mass.) 100
Oakton Manor (Pewaukee, Wis.) 178
The Oaks Hotel (Excelsior Springs, Mo.) 119
Occidental Hotel (Muskegon, Mich.) 104
Ocean Forest Hotel (Myrtle Beach, S.C.) 156
The Oceanside Hotel (Magnolia, Mass.) 100
O'Henry Hotel (Greensboro, N.C.) 142
Ojai Valley Inn & Country Club (Ojai, Cal.) 38
Oklahoma Biltmore (Oklahoma City, Okla.) 147
Olds Hotel (Lansing, Mich.) 104
Olympic Hotel (Seattle, Wash.) 175
Onawa Lodge (Mountainhome, Pa.) 150
Onondaga Hotel (Syracuse, N.Y.) 140
Orange Court Hotel (Orlando, Fla.) 71
Orrington Hotel (Evanston, Ill.) 86
The Otesaga Hotel (Cooperstown, N.Y.) 129
Hotel Owyhee (Boise, Idaho) 77

P

Hotel Palacio Hilton (Chihuahua, Mex.) 197
Hotel Palliser (Calgary, Alberta, Can.) 178
Palm Beach Biltmore Hotel (Palm Beach, Fla.) 72
Palm Beach Towers (Palm Beach, Fla.) 72
Palm Springs Biltmore (Palm Springs, Cal.) 39
Palmer House (Chicago, Ill.) 82
Pantlind Hotel (Grand Rapids, Mich.) 103
Paradise Inn (Phoenix, Ariz.) 28
Park Hotel (Madison, Wis.) 177
Park Hotel (Plainfield, N.J.) 124
Hotel Park-Lane (Denver, Colo.) 45
Park Sheraton Hotel (New York, N.Y.) 136
Parker House (Boston, Mass.) 98
Hotel Patrick Henry (Roanoke, Va.) 173
Patten Hotel (Chattanooga, Tenn.) 157
Hotel Patterson (Bismarck, N.D.) 143
Hotel Paxton (Omaha, Neb.) 113
Peabody Hotel (Memphis, Tenn.) 158
Hotel Penn Alto (Altoona, Pa.) 149
The Penn Harris Hotel (Harrisburg, Pa.) 150
Penn-Sheraton (Pittsburgh, Pa.) 152
Penn-Sherwood Hotel (Philadelphia, Pa.) 152
Pennsylvania (West Palm Beach, Fla) 74
Hotel Pere Marquette (Peoria, Ill.) 87
Hotel Pfister (Milwaukee, Wis.) 177
Phillips Hotel (Kansas City, Mo.) 110
Phoenix Hotel (Lexington, Ky.) 93
Pick-Bankhead Hotel (Birmingham, Ala.) 25
Pick-Congress Hotel (Chicago, Ill.) 84
Pick Durant Hotel (Flint, Mich.) 105
Pick-Fort Hayes (Columbus, Ohio) 146
Pick-Fort Shelby Hotel (Detroit, Mich.) 102
Pick-Kansas Hotel (Topeka, Kans.) 92
Pick-Melbourne Hotel (St. Louis, Mo.) 112
Hotel Pick-Nicollet (Minn., Minn.) 105
Hotel Pick-Ohio (Youngstown, O.) 146
Hotel Pick-Oliver (South Bend, Inc.) 90
Pick-Roosevelt Hotel (Pittsburgh, Pa.) 152
Pickwick Hotel (Kansas City, Mo.) 110
Pioneer Hotel (Tucson, Ariz.) 28
Pittsburgher Hotel (Pittsburgh, Pa.) 152
Hotel Plaza (Jersey City, N.J.) 124
Plaza Hotel (Laredo, Tex.) 166
The Plaza (New York, N.Y.) 136
Pocono Manor Inn (Pocono Manor, Pa.) 153
Poinsett Hotel (Greenville, S.C.) 156
Poland Spring House (Poland Spring, Me.) 96
Hotel Ponce De Leon (St. Augustine, Fla.) 72

They're ALL meeting with the boss . . .

AT THE SAME TIME!

Through the magic of large screen closed-circuit television, the Group Communications Division of TelePrompTer Corporation makes it possible for **all** your branch offices, **all** your dealers, **all** your sales people—to hold a single meeting with your Board Chairman, President, Sales Manager or Production Manager.

Economy, personal contact with top management, flexibility and impact are just a few of the advantages offered by TelePrompTer Corporation's closed-circuit communications operation – which we now call 'Communicasts'.

Using the tremendous potential and flexible techniques of broadcast television, the dramatic impact of one meeting can simultaneously reach your entire organization on either a local, regional, or national basis.

We would welcome an opportunity to tell you how closed-circuit television – our proven formula for time-saving, more economical and more successful meeting programs—can be put to work for you.

Among our closed-circuit clients are such firms as:
INTERNATIONAL HARVESTER CO. • SMITH, KLINE & FRENCH • BBDO • FORD MOTOR CO.
AMERICAN MACHINE & FOUNDRY • ROYAL McBEE • LIBERTY MUTAL INSURANCE CO.
AMERICAN MANAGEMENT ASSOCIATION • CANADA DRY GINGER ALE, INC.

GROUP COMMUNICATIONS

WILLIAM P. ROSENSOHN, Vice President

a division of

TELEPROMPTER CORPORATION

311 West 43 Street • New York 36, N. Y. • JUdson 2-3800

NEW YORK • LOS ANGELES • CHICAGO • WASHINGTON, D. C. • DETROIT • MIAMI • PHILADELPHIA • TORONTO • LONDO

ALPHABETICAL INDEX TO HOTELS continued

The Pontchartrain Hotel (New Orelans, La.) ... 95
Ponte Verda Club (Ponte Verda Beach, Fla.) ... 72
Poughkeepsie Inn (Poughkeepsie, N.Y.) .. 138
Powers Hotel (Rochester, N.Y.) ... 139
Prado-Americas Hotel (Acapulco, Mex.) .. 197
President Hotel (Atlantic City, N.J.) ... 122
Hotel President (Kansas City, Mo.) ... 110
Prince Edward Hotel (Windsor, Ont.) ... 184
Princess Issena Hotel (Daytona Beach, Fla.) ... 53
Princess Kaiulani Hotel (Honolulu, Hawaii) ... 189
Princess Louise (Corpus Christi, Tex.) ... 160
The Princeton Inn (Princeton, N.J.) ... 124
Publick House (Sturbridge, Mass.) ... 101

Q

The Queensbury (Glen Falls, N.Y.) ... 130
The Queen Elizabeth Hotel (Montreal, Que.) ... 185

R

Radisson Hotel (Minneapolis, Minn.) ... 105
Radium Springs Hotel (Albany, Ga.) ... 74
Raleigh Hotel (Washington, D.C.) ... 48
Ralston Hotel (Columbus, Ga.) ... 76
Rancho De Los Caballeros (Wickenburg, Ariz.) ... 28
Rangeley Lakes Hotel (Rangeley, Me.) ... 96
The Ravine House (Randolph, N.H.) ... 119
The Read House (Chattanooga, Tenn.) ... 157
Red Lion Inn (Stockbridge, Mass.) ... 101
Reef Hotel (Waikiki, Hawaii) ... 189
Hotel Reforma (Mexico City, Mex.) ... 197
Ricardson Mineral Springs (Richardson Springs, Cal.) ... 40
Rice Hotel (Houston, Tex.) ... 166
Richmond Hotel (Augusta, Ga.) ... 76
Richmond Hotel (Richmond, Va.) ... 172
Ridpath Hotel (Spokane, Wash.) ... 175
Ritz-Carlton Hotel (Atlantic City, N.J.) .. 122
The Riverside (Reno, Nev.) ... 118
Riviera Hotel (Daytona Beach, Fla.) ... 53
Hotel Riviera (Las Vegas, Nev.) ... 117
Hotel Roanoke (Roanoke, Va.) ... 173
Robert Driscoll Hotel (Corpus Christi, Tex.) ... 160
Hotel Robert E. Lee (Winston-Salem, N.C.) ... 143
Robert Treat Hotel (Newark, N.J.) ... 124
Hotel Roberts (Muncie, Ind.) ... 89
Roberts Pine Beach Hotel (Brainard, Minn.) ... 106
Hotel Robidoux (St. Joseph, Mo.) ... 111
Roger-Smith Hotel (Holyoke, Mass.) ... 99
Roger Smith Hotel (New Brunswick, N.J.) 124
Roger Smith Hotel (Stamford, Conn.) ... 46
Roger Smith Hotel (Washington, D.C.) .. 48
Roger Smith Hotel (Waterbury, Conn.) .. 46
Roger Smith Hotel (White Plains, N.Y.) .. 141
Rome Hotel (Omaha, Neb.) ... 113
Roney Plaza (Miami Beach, Fla.) ... 70
Hotel Roosevelt (Cedar Rapids, Ia.) ... 90
Roosevelt Hotel (Jacksonville, Fla.) ... 56
Roosevelt Hotel (New Orleans, La.) ... 95
Hotel Roosevelt (New York, N.Y.) ... 136
Roosevelt Hotel (Waco, Tex.) ... 169
Roosevelt (Washington, D.C.) ... 48
Royal Alexandra Hotel (Winnipeg, Manitoba, Can.) ... 182
Royal Connaugh Hotel (Hamilton, Ont.) .. 182
Royal Hawaiian Hotel (Honolulu, Hawaii) 189
Royal Nevada Hotel (Las Vegas, Nev.) ... 117
The Royal Victoria Hotel (Nassau, B.W.I.) 193
Royal York Hotel (Toronto, Ont.) ... 184
Ruttger's Birchmont Lodge (Bemidji, Minn.) ... 104
Ruttgers Bay Lake Lodge (Deerwood, Minn.) ... 104

S

Sagamore Hotel (Bolton Landing, N.Y.) .. 127
Hotel Sahara (Las Vegas, Nev.) ... 117
St. Charles Hotel (New Orleans, La.) .. 95
St. Clair Hotel (Chicago, Ill.) ... 84
St. Francis Hotel (San Francisco, Cal.) .. 42
St. George Hotel (Brooklyn, N.Y.) ... 127
Hotel Saint Louis (Quebec City, Que.) ... 187
St. Moritz Hotel (Lake Placid, N.Y.) ... 130
St. Moritz Hotel (New York, N.Y.) ... 138
St. Paul Hotel (St. Paul, Minn.) ... 107
Hotel Sainte Claire (San Jose, Cal.) ... 43
Sam Davis Hotel (Nashville, Tenn.) ... 158
Samoset Hotel (Rockland, Me.) ... 96
Hotel San Carlos (Monterey, Cal.) ... 38
Hotel San Diego (San Diego, Cal.) ... 41
San Juan Hotel (Orlando, Fla.) ... 71
San Juan Intercontinental Hotel (San Juan, P.R.) ... 191
San Marcos Hotel (Chandler, Ariz.) ... 27
Sands Hotel (Las Vegas, Nev.) ... 117
Santa Barbara Biltmore Hotel & Cottages (Santa Barbara, Cal.) ... 43
Santa Rita Hotel (Tucson, Ariz.) ... 28
Saranac Inn (Saranac Inn, N.Y.) ... 139
The Saskatchewan Hotel (Regina, Sask., Can.) ... 188
Hotel Savery (Des Moines, Ia.) ... 91
The Savoy-Plaza Hotel (New York, N.Y.) 138
Saxony Hotel (Miami Beach, Fla.) ... 71
Schroon Manor Hotel (Schroon Lake, N.Y.) ... 140
Hotel Schroeder (Milwaukee, Wis.) ... 177
Sea Breeze Hotel (Palm Beach, Fla.) ... 72
Seahorse Hotel (Galveston, Tex.) ... 166
Seaway Hotel (Toronto, Ont.) ... 184
The Secor Hotel (Toledo, O.) ... 146
Sedgefield Inn (Greensboro, N.C.) ... 142
Hotel Seminole (Jacksonville, Fla.) ... 56
Hotel Senator (Sacramento, Cal.) ... 40
Severin Hotel (Indianapolis, Ind.) ... 89
Hotel Seville (Miami Beach, Fla.) ... 71
Seville-Biltmore Hotel (Havana, Cuba) .. 196
The Shamrock-Hilton (Houston, Tex.) ... 166
Shattuck Hotel (Berkeley, Calif.) ... 32
Shawnee Inn & Country Club (Shawnee-on-Delaware, Pa.) ... 154
The Shelburne (Atlantic City, N.J.) ... 123
Shelton Hotel (New York, N.Y.) ... 138
Shelton Hotel (Springfield, Mass.) ... 101
Sheraton Hotel (Akron, Ohio) ... 144
Sheraton Hotel (Buffalo, N.Y.) ... 129
The Sheraton Hotel (Chicago, Ill.) ... 84
Sheraton Hotel (High Point, N.C.) ... 143
Sheraton Hotel (Philadelphia, Pa.) ... 152
Sheraton Hotel (Rochester, N.Y.) ... 139
Sheraton-Astor (New York, N.Y.) ... 138
Sheraton-Blackstone (Chicago, Ill.) ... 86
Sheraton-Belvedere (Baltimore, Md.) ... 96
Sheraton-Biltmore Hotel (Providence, R.I.) 155
Sheraton-Brock Hotel (Niagara Falls, Ont.) ... 183
Sheraton-Cadillac (Detroit, Mich.) ... 102
Sheraton-Carlton (Washington, D.C.) ... 48
Sheraton Cataract Hotel (Sioux Falls, S.D.) ... 156
Sheraton-Dallas (Dallas, Tex.) ... 162
Sheraton-DeWitt Motel (Syracuse, N.Y.) 140
Sheraton-Fontenelle (Omaha, Neb.) ... 113
Sheraton-Gibson Hotel (Cincinnati, O.) .. 145
Sheraton-Jefferson (St. Louis, Mo.) ... 112
Sheraton-Johnson Hotel (Rapid City, S.D.) 156
Sheraton-Kimball (Springfield, Mass.) ... 101
Sheraton-Lincoln (Indianapolis, Ind.) ... 89
Sheraton-McAlpin (New York, N.Y.) ... 138
Sheraton-Martin (Sioux City, Ia.) ... 92
Sheraton-Montrose (Cedar Rapids, Ia.) .. 90
Sheraton-Mt. Royal (Montreal, Que.) ... 185
Sheraton-Palace (San Francisco, Cal) ... 42
Sheraton Park (Washington, D.C.) ... 48
Sheraton Plaza (Boston, Mass.) ... 98
Sheraton-Ten Eyck (Albany, N.Y.) ... 127
Sheraton-Town House (Los Angeles, Cal.) 37
Sheraton-Syracuse Inn (Syracuse, N.Y.) .. 140
Sheraton-Seelbach (Louisville, Ky.) ... 94
Sherman Hotel (Chicago, Ill.) ... 86
Sherwyn Hotel (Pittsburgh, Pa.) ... 153
Shoreham Hotel (Washington, D.C.) ... 50
Hotel Sinton (Cincinnati, O.) ... 145
Sir Francis Drake Hotel (San Francisco, Cal.) ... 42
Hotel Sir Walter (Raleigh, N.C.) ... 143
The Skirvin Hotel (Oklahoma City, Okla.) 147
The Skyline Inn (Mt. Pocono, Pa.) ... 151
Skytop Club (Skytop, Pa.) ... 154
Hotel Somerset (Boston, Mass.) ... 98
Soreno Hotel (St. Petersburg, Fla.) ... 73
Southern Hotel (Baltimore, Md.) ... 97
Split Rock Lodge (White Haven, Pa.) ... 155
Hotel Spokane (Spokane, Wash.) ... 175
Squaw Mountain Inn (Greenville Jct., Me.) ... 96
Stacy-Trent Hotel (Trenton, N.J.) ... 125
Stanley Hotel (Estes Park, Colo.) ... 45
Statler Hotel (Boston, Mass.) ... 98
Hotel Statler (Buffalo, N.Y.) ... 129
Hotel Statler (Cleevland, O.) ... 145
Hotel Statler (Detroit, Mich.) ... 103
Hotel Statler (Hartford, Conn.) ... 45
Hotel Statler (Los Angeles, Cal.) ... 37
Statler Hotel (New York, N.Y.) ... 138
Statler Hotel (St. Louis, Mo.) ... 112
Statler Hotel (Washington, D.C.) ... 50
Statler-Hilton (Dallas, Texas) ... 162
Stephen F. Austin Hotel (Austin, Tex.) ... 159
Sterling Hotel (Wilkes-Barre, Pa.) ... 155
Stoneleigh Hotel (Dallas, Tex.) ... 164
Stonewall Jackson Hotel (Clarksburg, W.Va.) ... 176
Hotel Stuyvesant (Buffalo, N.Y.) ... 129
Summit Hotel (Uniontown, Pa.) ... 155
Sun Valley Lodge & The Challenger Inn (Sun Valley, Idaho) ... 77
Sunset Hill House (Sugar Hill, N.H.) ... 120
Surfrider Hotel (Waikiki, Hawaii) ... 189
Suwannee Hotel (St. Petersburg, Fla.) .. 73
Hotel Syracuse (Syracuse, N.Y.) ... 140
Sylvania Hotel (Philadelphia, Pa.) ... 152

T

Hotel Tadoussac (Tadoussac, Que.) ... 187
Taft Hotel (New Haven, Conn.) ... 46
Tahoe Tavern (Lake Tahoe, Cal.) ... 34
Hotel Tallcorn (Marshalltown, Iowa) ... 91
Tally-Ho-Motor Hotel (Corpus Christi, Tex.) ... 160
Tampa Terrace Hotel (Tampa, Fla.) ... 74
Taunton Inn (Taunton, Mass.) ... 101
Terrace Hilton Hotel (Cincinnati, O.) ... 145
Terre Haute House (Terre Haute, Ind.) .. 90
Hotel Texas (Ft. Worth, Tex.) ... 165
Hotel Thomas (Gainesville, Fla.) ... 55
Thomas Jefferson Hotel (Birmingham, Ala.) ... 25
Thomas Nelson Hotel (Norfolk, Va.) ... 171
Thunderbird Hotel (Las Vegas, Nev.) ... 117
Tides Hotel (St. Petersburg, Fla.) ... 73
Toffenetti Hotel (St. Petersburg, Fla.) ... 73
Hotel Touraine (Boston, Mass.) ... 98
Tower Isle Hotel (Tower Isle, Jamacia) .. 194
Town House Hotel (Kansas City, Kan.) .. 92
Toy Town Tavern (Winchendon, Mass.) .. 101
Trade Winds Motor Hotel (Corpus Christi, Tex.) ... 160
Traymore Hotel (Atlantic City, N.J.) ... 123
The Treadway Inn at Coonamessett (North Falmouth, Mass.) ... 100
Tropicana Hotel (Las Vegas, Nev.) ... 117
Hotel Tulsa (Tulsa, Okla.) ... 148

U

U.S. Grant (San Diego, Cal.) ... 41
U.S. Hotel Thayer (West Point, N.Y.) .. 141
Hotel Utah (Salt Lake City, Utah) ... 169
Hotel Utica (Utica, N.Y.) ... 141

V

Van Cleve Hotel (Dayton, O.) ... 146
Hotel Van Orman (Fort Wayne, Ind.) ... 89
Hotel Vancouver (Vancouver, B.C.) ... 180
Hotel Varadero Internacional (Havana, Cuba) ... 196
Varadero Oasis (Varadero Beach, Cuba) .. 196
Hotel Vendome (Evansville, Ind.) ... 88
Hotel Vermont (Burlington, Vt.) ... 169
The Vinoy Park (St. Petersburg, Fla.) .. 73
Virgin Isle Hotel (St. Thomas, Virgin Islands) ... 191

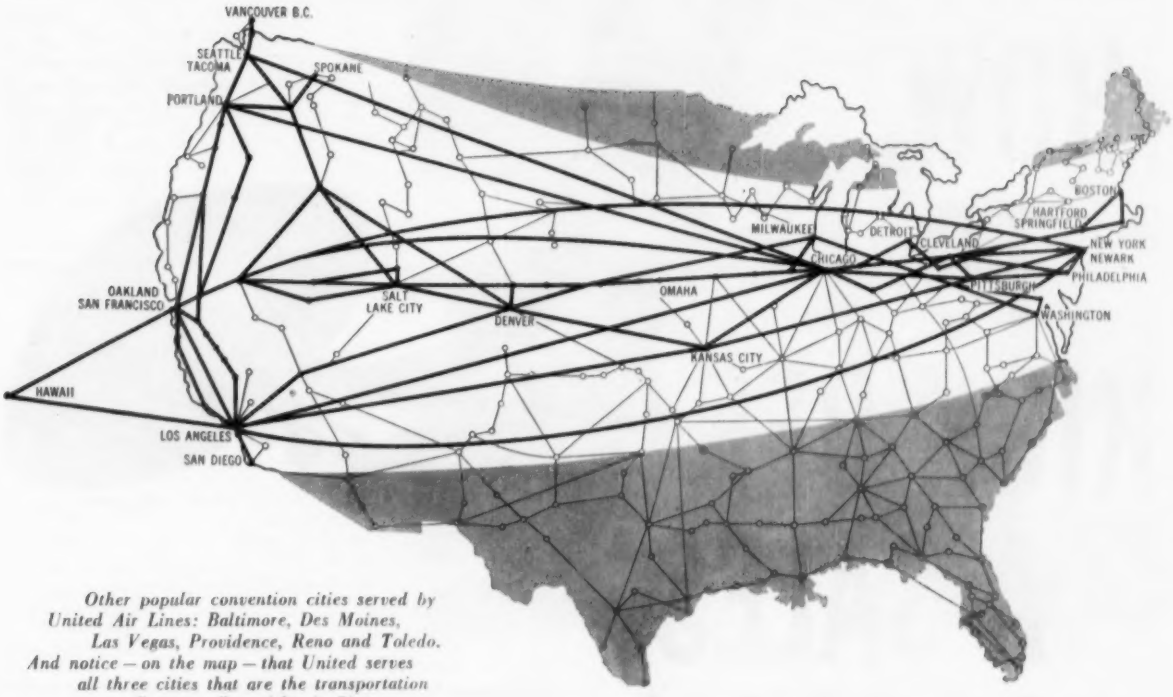
W

Wade Hampton Hotel (Columbia, S.C.) .. 156
Wade Park Manor (Cleveland, O.) ... 145
Waikiki Biltmore (Honolulu, Hawaii) ... 189
Waldorf-Astoria Hotel (New York, N.Y.) 138
Walt Whitman Hotel (Camden, N.J.) ... 123
Ward Hotel (Fort Smith, Ark.) ... 30
Warren Green Hotel (Warrenton, Va.) .. 174
The Warwick Hotel (New York, N.Y.) ... 138
The Warwick (Philadelphia, Pa.) ... 152
Hotel Washington (Indianapolis, Ind.) .. 89
Washington Hotel (Washington, D.C.) .. 50
Washington Youree Hotel (Shreveport, La.) ... 95
Hotel Webster Hall (Pittsburgh, Pa.) ... 153
Hotel Weldon (Greenfield, Mass.) ... 99
Wendell-Sherwood Hotel (Pittsfield, Mass.) 100
Wentworth Hotel (Portsmouth, N.H.) ... 119
Hotel Westbrook (Buffalo, N.Y.) ... 129
Westbrook Hotel (Fort Worth, Tex.) ... 165
Westchester Country Club (Rye, N.Y.) .. 139
Western Hills Hotel (Fort Worth, Tex.) .. 165
Western Hills Lodge (Wagoner, Okla.) .. 148
Westward Ho (Phoenix, Ariz.) ... 28
Hotel Whitcomb (San Francisco, Cal.) ... 42
The White House (Biloxi, Miss.) ... 108
White Roe Lake Hotel (Livingston Manor, N.Y.) ... 131
White Plaza Hotel (Corpus Christi, Tex.) 160
Whiteface Inn (Lake Placid, N.Y.) ... 130
The Whitley Hotel (Montgomery, Ala.) .. 27
The Whittier (Detroit, Mich.) ... 103
Wilbur Clark's Desert Inn (Las Vegas, Nev.) ... 116
The Wigwam (Litchfield Park, Ariz.) ... 26
The Willard (Washington, D.C.) ... 50
Hotel William R. Barringer (Charlotte, N.C.) ... 142
William Byrd Hotel (Richmond, Va.) ... 172
Williams Inn (Williamstown, Mass.) ... 101
Williamsburg Inn & Lodge (Williamsburg, Va.) ... 174
Wilton Hotel (Long Beach, Cal.) ... 34
Windsor Hotel (Montreal, Que.) ... 186
Hotel Winthrop (Tacoma, Wash.) ... 176
Hotel Wisconsin (Milwaukee, Wis.) ... 178
Wolverine Hotel (Detroit, Mich.) ... 103
Hotel Woodruff (Watertown, N.Y.) ... 141

Y

Yorktowne Hotel (York, Pa.) ... 155
Youngs' Gap Hotel (Liberty, N.Y.) ... 131

HERE'S HOW UNITED'S "MAIN STEM" CAN HELP MAKE YOUR NEXT CONVENTION THE BEST YET!



Other popular convention cities served by United Air Lines: Baltimore, Des Moines, Las Vegas, Providence, Reno and Toledo. And notice — on the map — that United serves all three cities that are the transportation "gateways" to Atlantic City.

What's your Number 1 convention problem . . . attendance? United can help:

— ***its "main-stem" route serves 80 cities*** coast to coast, includes all the popular convention centers, including direct service to Hawaii.

— ***passenger-pampering nonstop DC-7 Red Carpet* Service*** between many major cities makes convention travel a treat, boosts attendance.

— ***new DC-7 CUSTOM COACH*** with hot meals and reserved, roomy accommodations serves New York, Chicago and the West Coast. Low-cost luxury like this really brings out the crowds!

— ***'round-the-clock schedules*** let you book your members at the most convenient times, with fewer hours away from home or business.

— ***personalized service*** includes travel planning direct with your members, and a complete promotional assistance program for your meeting.

— ***reserved air freight*** guarantees space for shipping convention material. Example: collapsible booths, Chicago to New York, only $7.50 (plus tax) per cwt.

— ***group post-convention Hawaii tours*** for West Coast meetings are easily arranged.

— ***post-convention tours*** at low prices are available all the way from New England to Hawaii.

Let United help *crowd* your next convention. Call your nearest United office, or write M. M. Mathews, System Mgr., Convention Sales, United Air Lines, 36 S. Wabash, Chicago 3.

UNITED AIR LINES ®

*Red Carpet is a service mark owned and used by United Air Lines, Inc.

HOW TO KICK-OFF A SALES PROGRAM

If you want to get your sales program off on the right foot — call a sales meeting.

And if you want a really *successful* sales meeting — call SHERATON HOTELS.

Sheraton Hotels coast to coast in the U. S. A. and Canada are geared to running meetings of all sizes. Experts help you plan your show. The hotel staff knows how to keep your meeting running smoothly, efficiently. Service is quick. Meals are out-of-the-ordinary. Every facility is at your disposal.

You'll get more out of your next sales meeting — more out of your company's sales program — if you contact the team at Sheraton. Call or write the Sales Department in the Sheraton Hotel nearest you. Or if you wish, write to:

SHERATON the proudest name in **HOTELS**

Executive and Sales Office: 470 Atlantic Avenue, Boston 10, Massachusetts

EASTERN DIV.

NEW YORK
Park-Sheraton
Sheraton-Astor
Sheraton-McAlpin
Sheraton-Russell

BOSTON
Sheraton-Plaza

WASHINGTON
Sheraton-Carlton
Sheraton-Park

PITTSBURGH
Penn-Sheraton

BALTIMORE
Sheraton-Belvedere

PHILADELPHIA
Sheraton Hotel

PROVIDENCE
Sheraton-Biltmore

SPRINGFIELD, Mass.
Sheraton-Kimball

ALBANY
Sheraton-Ten Eyck

ROCHESTER
Sheraton Hotel

BUFFALO
Sheraton Hotel

SYRACUSE
Sheraton-Syracuse Inn
Sheraton-DeWitt Motel

MIDWESTERN DIV.

CHICAGO
Sheraton-Blackstone
Sheraton Hotel

DETROIT
Sheraton-Cadillac

CINCINNATI
Sheraton-Gibson

ST. LOUIS
Sheraton-Jefferson

OMAHA
Sheraton-Fontenelle

LOUISVILLE
Sheraton-Seelbach
The Watterson

DALLAS
Sheraton Hotel
Opens 1959

AKRON
Sheraton Hotel

INDIANAPOLIS
Sheraton-Lincoln

FRENCH LICK, Ind.
French Lick-Sheraton

RAPID CITY, S. D.
Sheraton-Johnson

SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior

SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract

CEDAR RAPIDS, Iowa
Sheraton-Montrose

PACIFIC DIV.

SAN FRANCISCO
Sheraton-Palace

LOS ANGELES
Sheraton-Town House

PASADENA
Huntington-Sheraton

CANADIAN DIV.

MONTREAL
Sheraton-Mt. Royal
The Laurentien

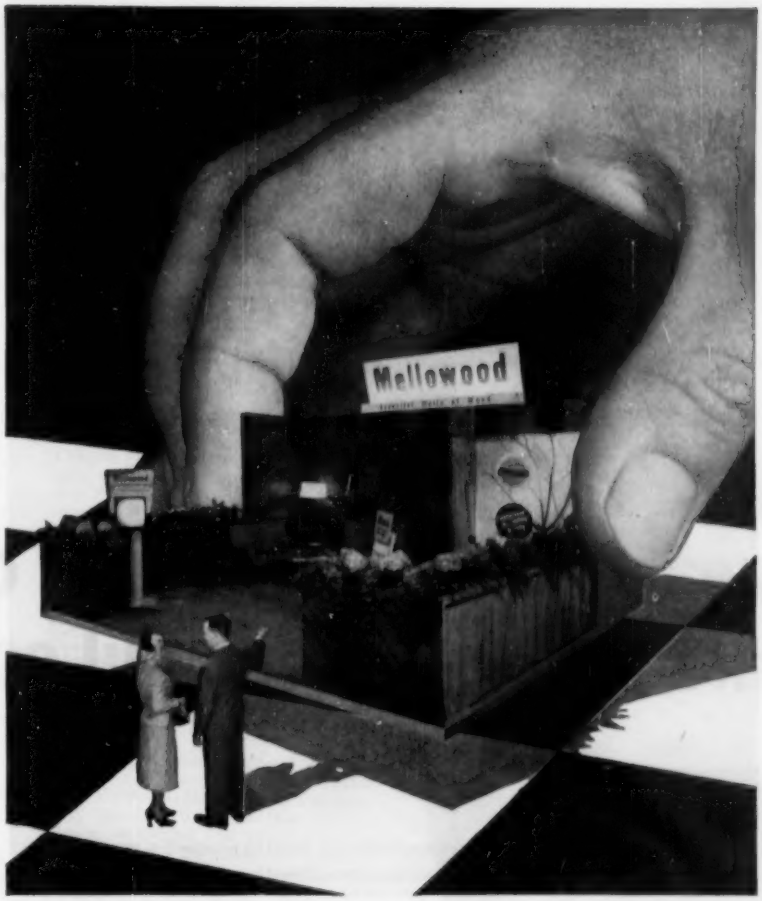
TORONTO
King Edward Sheraton

NIAGARA FALLS, Ont.
Sheraton-Brock

HAMILTON, Ont.
Royal Connaught

INDEX TO AUDITORIUMS

Albuquerque, N. M.—Civic Auditorium.. 125
Asheville, N. C.—Municipal Auditorium .. 141
Atlanta, Ga.—Municipal Auditorium 75
Atlantic City, N. J.—Atlantic City Convention Hall 120
Augusta, Ga.—Bell Auditorium 76
Bangor, Me.—Municipal Auditorium 76
Billings, Mont.—Shrine Auditorium 112
Birmingham, Ala.—Municipal Auditorium 25
Boston, Mass.—Boston Garden 97
Mechanics Building 98
Buffalo, N. Y.—Memorial Auditorium ... 127
Butte, Mont.—Civic Center 112
Cedar Rapids, Iowa—Memorial Coliseum.. 90
Charlotte, N. C.—Auditorium 144
Chattanooga, Tenn.—Memorial Auditorium 156
Chicago, Ill.—International Amphitheatre 79
Navy Pier 79
Chicago Coliseum 80
8th Street Theatre 80
Cincinnati, Ohio—Cincinnati Music Hall 144
Clearwater, Fla.—Municipal Auditorium 53
Cleveland, Ohio—Cleveland Municipal Auditorium 145
Cleveland Arena 145
Columbus, Ga.—Columbus Municipal Auditorium 76
Columbus, O.—Franklin County Veterans Memorial 145
Corpus Christi, Tex.—Memorial Coliseum 159
Dallas, Texas—State Fair of Texas 162
Memorial Auditorium 162
Daytona Beach, Fla.—Peabody Auditorium 53
Denver, Colo.—City Auditorium 44
Denver Coliseum 45
Des Moines, Ia.—Veterans Memorial Auditorium 91
Detroit, Mich.—Masonic Temple 102
Conventions and Exhibits Bldg. 102
El Paso, Texas—Elpaso County Coliseum 164
Ft. Lauderdale, Fla.—War Memorial Auditorium 55
Fort Wayne, Ind.—Allen County Memorial Coliseum 89
Fort Worth, Texas—Will Rogers Memorial Buildings 164
Fresno, Cal.—Memorial Auditorium..... 33
Galveston, Texas—Galveston Pleasure Pier 165
Moody Convention Center 165
Grand Rapids, Mich.—Civic Auditorium 103
Houston, Texas—Sam Houston Coliseum.. 166
Jackson, Miss.—Jackson Municipal Auditorium 108
Kansas City, Mo.—Municipal Auditorium 110
Stadium 110
Lake Placid, N. Y.—Olympic Arena 130
Lansing, Mich.—Civic Center..... 104
Las Vegas, Nev.—Auditorium..... 116
Lincoln, Nebr.—Auditorium 112
Little Rock, Ark.—Robinson Memorial Auditorium 30
Long Beach, Cal.—Municipal Auditorium 34
Los Angeles, Cal.—Pan Pacific Auditorium 35
Shrine Exposition Hall 35
Lubbock, Tex.—Fair Park Coliseum..... 166
Municipal Auditorium—Coliseum 166
Louisville, Ky.—Kentucky Fair & Exposition Center 94
Memphis, Tenn.—Municipal Auditorium.. 157
Ellis Auditorium 158
Miami, Fla.—Municipal Auditorium 58
Dinner Key Exposition Building 58
Dade County Auditorium 58



MOVING TIP FOR BUSY EXECUTIVES:

Mayflower "Tailor-Made" Service Assures Reliable Exhibit Schedules

Tailor-made is right! Mayflower's moving experts study the individual needs of your display . . . work right with the builder, if necessary. They help you plan and synchronize the moving schedule . . . provide "exclusive use" van service, if desired . . . storage and extra help whenever and wherever it's needed.

The Mayflower van operator in charge of your display is scientifically trained in this type of moving . . . his helpers especially briefed on your particular job!

Whether it's a single booth or a whole fair . . . whether it's one stop or ten . . . move it by Mayflower. You'll sleep better at night!

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS

America's finest long-distance moving service

~~21~~ 25

reasons why Vic Giles can help you arrange a successful convention...

VICTOR J. GILES
Director of Sales

The very next time you face the prospect of arranging a convention, group meeting or grand banquet, why not put yourself and your problems in the hands of a veteran convention planner?

At the same time, take a good look at *all* 20 cities where 25 FIELDS HOTELS are located – then pick yourself a new and interesting location which can add immeasurably to the success of your function.

Fields Hotels offer a variety of settings and accommodations in every area of the country. In the **NORTHEAST** you'll find three traditionally fine hotels with excellent meeting facilities, in the **EAST** you can choose from two modern hotels with every up-to-date convenience. On the **WEST COAST** our newest hotels provide attractive locations and unusually fine facilities, while in the **MIDWEST** you have unlimited selection among 13 distinctive hotels. In the **SOUTH** we invite your attention to two hotels in the luxurious surroundings of the "Playground of America." All meeting facilities are air-conditioned, guestrooms are modern and comfortable, food and beverage service is unmatched. *What more can you ask?*

Our staff of experts will take full charge. The problems of setting up your program, planning your banquets or luncheons, handling the 1,001 details of your affair are organized and executed in a way that will make your job easier, your function a towering success.

And while the finer points of conventioneering are attended to, you can be assured that a sharp pencil is always used to arrive at your costs. Above all, promises once made are never broken when you book into a Fields Hotel.

So--the very next time you're asked to set up a function, let Vic Giles prove to you that one of the Fields Hotels *exactly* fits all your requirements.

- **THE GOVERNOR CLINTON, New York**
- **THE BUCKINGHAM, New York**
- **THE CORONADO, St. Louis**
- **THE PFISTER, Milwaukee, Wis.**
- **THE BISCAYNE TERRACE, Miami**
- **THE BISCAYNE PLAZA, Miami**
- **THE HOLIDAY INN, Birmingham, Ala.**
- **THE BANCROFT, Worcester, Mass.**
- **THE COMMANDER, Cambridge, Mass.**
- **THE BEACONSFIELD, Brookline, Mass.**
- **THE SENATOR, Sacramento, Cal.**
- **THE GREEN, Pasadena, Cal.**
- **THE ALGONQUIN, Cumberland, Md.**
- **THE ELMS, Excelsior Springs, Mo.**
- **THE OAKS, Excelsior Springs, Mo.**
- **THE EVANS, Columbus, Nebraska**
- **THE LINCOLN, Lincoln, Nebraska**
- **THE CAPITAL, Lincoln, Nebraska**
- **THE MADISON, Norfolk, Nebraska**
- **THE ROME, Omaha, Nebraska**
- **THE LINCOLN, Scottsbluff, Nebraska**
- **THE CLINTON, Clinton, Iowa**
- **THE LAFAYETTE, Clinton, Iowa**
- **THE CHIEFTAIN, Council Bluffs, Iowa**
- **THE TALLCORN, Marshalltown, Iowa**

Fields Hotels

EXECUTIVE OFFICES
371 Seventh Avenue, New York, N. Y. • PEnnsylvania 6-3400

VICTOR J. GILES, Director of Sales • JACK SYRETT, Sales Promotion Manager

INDEX TO AUDITORIUMS
continued

Miami Beach, Fla.—Miami Beach Auditorium 60

Milwaukee, Wis.—Milwaukee Auditorium & Arena 177

Minneapolis, Minn.—Minneapolis Municipal Auditorium 105

Minot, N. D.—Auditorium 143

Montgomery, Ala.—Alabama State Coliseum 26

Montreal, Que.—Show Mart 185

New Haven, Conn.—New Haven Arena... 45

New Orleans, La.—Municipal Auditorium 94

New York, N. Y.—Coliseum 131
Kingsbridge Armory 131
Madison Square Garden 131
New York Trade Show Building 132
69th Regiment Armory 132
71st Infantry Regiment Armory 132

Norfolk, Va.—Norfolk Municipal Auditorium 170

Oakland, Cal.—Oakland Municipal Auditorium-Arena 38

Oklahoma City, Okla.—Municipal Auditorium 147

Omaha, Nebr.—Omaha City Auditorium .. 113
AK Sar Ben Coliseum 113

Pasadena, Cal.—Pasadena Civic Auditorium 39

Philadelphia, Pa.—Trade & Convention Center 151

Phoenix, Ariz.—Phoenix Coliseum 28

Peoria, Ill.—Shrine Mosque 87

Quebec, Que.—Exhibition Park 186

Richmond, Va.—Mosque Auditorium 171
Richmond Arena 171

Rochester, Minn.—Mayo Civic Auditorium 105

Rochester, N. Y.—Auditorium 139

Sacramento, Cal.—Sacramento Memorial Auditorium 40

St. Joseph, Mo.—Municipal Auditorium.. 111

St. Louis, Mo.—Henry W. Kiel Auditorium 111

St. Paul, Minn.—St. Paul Auditorium .. 107

San Antonio—Municipal Auditorium 168

San Francisco, Cal.—Civic Auditorium.. 41
Cow Palace 41

San Jose, Cal.—Civic Auditorium 42

Santa Cruz, Cal.—Auditorium 43

Sarasota, Fla.—Municipal Auditorium ... 74

Seattle, Wash.—Senator Auditorium 174
Civic Auditorium & Arena 174

Sioux City, Iowa—Sioux City Municipal Auditorium 92

Sioux Falls, S. D.—Coliseum 156

Spokane, Wash.—Spokane Coliseum 175

Springfield, Mass.—Springfield Municipal Auditorium 100
Industrial Arts Building, Eastern States Exposition 100

Syracuse, N. Y.—Onondaga County War Memorial 140

Tacoma, Wash.—Memorial Fieldhouse ... 176

Tampa, Fla.—Fort Homer Hesterly Armory 74

Toledo, Ohio—Sports Arena 146

Topeka, Kans.—Municipal Auditorium .. 92

Toronto, Ont.—Canadian National Exhibition Buildings 184

Vancouver, B. C.—Forum Building 180
Garden Building 180

Victoria, B. C.—Auditorium 180

Virginia Beach, Va.—Auditorium 173

Waco, Texas—Heart O' Texas Coliseum .. 169

Washington, D. C.—National Guard Armory 47
Uline Arena 48

Wichita, Kan.—Municipal Forum Building 92

Worcester, Mass.—Worcester Memorial Auditorium 101

only **United Van Lines**

gives you these important extras!

"Pre-Planned" Service

United "lightens the load" on busy Traffic Managers and Transportation Officers by relieving them of many details connected with personnel transfers. Pre-Planned service is the modern moving method that minimizes upset and confusion...eliminates last-minute delays. Your personnel are assured of a smoother, easier, more pleasant moving day.

Sanitized® vans and equipment

Even the most delicate household goods are safe and secure in a United Sanitized® van. Sanitized® is the hygienic process used exclusively by United to inhibit and retard harmful mildew, mold, bacteria and unpleasant odors. It's an extra United precaution to make certain fine furnishings arrive "Daisy Fresh" at destination.

Bette Malone moving consultant

Want facts about the city to which you're moving? It's schools, churches, industries or recreational facilities? Need advice on packing? Are you faced with any unusual moving problems? If so, you can get the help you need from Bette Malone, United's noted woman moving consultant. Simply address your request to Bette Malone, Dept. MS, United Van Lines, Inc., St. Louis 17, Missouri. No cost or obligation.

United Van Lines

for moving with care everywhere... find the United Agent in the yellow pages of your Telephone Directory

Look Under "MOVERS"

THE Conrad Hilton
CHICAGO

THE PLAZA
NEW YORK

Beverly Hilton
BEVERLY HILLS CALIFORNIA

The Savoy Plaza
NEW YORK

Continental Hilton
MEXICO CITY

Hilton Hotel
ALBUQUERQUE, N. M.

Istanbul Hilton
ISTANBUL, TURKEY

Terrace Hilton
CINCINNATI, OHIO

CASTELLANA HILTON
MADRID, SPAIN

Palacio Hilton
CHIHUAHUA, MEXICO

Hilton Hotel
SAN ANTONIO, TEXAS

SUCCESSFUL CONVENTIONS *are a* HILTON HABIT

There is nothing finer in the world of convention facilities than those you will find in Hilton and Statler Hotels.

For complete information on accommodations, contact Sales Manager of any Hilton Hotel, or:

Richard L. Collison, Assistant Vice President and General Sales Manager, Hilton Hotels, Palmer House, Chicago 90.

John B. O'Connor, Sales Manager, Eastern Division, Hotel Statler, New York 1.

Arne C. Schey, Sales Manager, Central Division, Palmer House, Chicago 90.

RESERVATION OFFICES

NEW YORK: 401 Seventh Ave.—Tel. LOngacre 3-6900
CHICAGO: Palmer House — Tel. FInancial 6-2772
PITTSBURGH: Gateway Center Bldg. 3—Tel. COurt 1-5600
SAN FRANCISCO: 100 Bush St. — Tel. YU 6-0576
MIAMI: 150 Southeast Third Ave.—Tel. FR 9-3427
TORONTO: 25 Adelaide St., W.—Tel. EMpire 8-2921
MONTREAL: 1080 University St.—Tel. UN 1-3301

Hilton Hotels Under Construction in Pittsburgh, Montreal (A C.N.R. Hotel), Havana, Cairo, Acapulco and West Berlin

Hilton Hotels AROUND THE WORLD

Conrad N. Hilton, President

Executive Offices • The Conrad Hilton • Chicago 5, Ill.

WALDORF ASTORIA
NEW YORK

Palmer House
CHICAGO

Deshler Hilton
COLUMBUS, OHIO

Caribe Hilton
PUERTO RICO

THE Statler Hilton
DALLAS, TEXAS

THE Dayton Biltmore
DAYTON, OHIO

Statler Hotels
WASHINGTON, D. C.
NEW YORK • BUFFALO
BOSTON • HARTFORD
CLEVELAND • ST. LOUIS
DETROIT • LOS ANGELES

THE Shamrock Hilton
HOUSTON, TEXAS

Hilton Hotel
EL PASO, TEXAS

Netherland Hilton
CINCINNATI, OHIO

Hilton Hotel
FORT WORTH TEXAS

MAKE YOUR NEXT MOVE . . .

ABOARD THE **VISCOUNT**

THE SWIFT, SMOOTH, SILENT WAY TO FLY

The world's first turbo-prop airliner offers you the utmost in comfort — plus speed. Four Rolls-Royce jet-prop engines make the VISCOUNT not only fast, but remarkably free from noise and vibration. You'll enjoy superb air conditioning and pressurization, the panoramic windows and individual tables. On your next trip, fly the VISCOUNT.

CONVENTION QUESTIONS? CALL AMERICAN'S CONVENTION SPECIALISTS

For authoritative answers—without obligation—to your convention questions, see American's group-travel experts. To insure the success of your convention, make American your official carrier. With more service to more key cities, American can meet your requirements better than any other airline. Contact your local American Airlines District Sales Office or write: Mr. R. A. MacDonald, Convention Manager, American Airlines, Inc., 100 Park Avenue, New York 17, New York.

AMERICAN AIRLINES

America's Leading Airline

Merchandise . . . personalize . . . advertise in ONE low cost promotion!

LET NATCO BAGS carry your name world-wide!

Now used successfully by major airlines and leading resort hotels, handy, colorful NATCO Bags provide the perfect give-away or promotion piece for manufacturers . . . hotels . . . motels . . . railroads . . . bus lines . . . steamship lines . . . travel agencies . . . conventions . . . trade shows . . . sales meetings, etc.

Available in a wide selection of standard styles or made to your specifications in nylon, plastic, or canvas. Order NATCO Bags with your company name and insignia imprinted on the outside.

ASK FOR COMPLETE DETAILS TODAY!

natco products corporation

1401 POST ROAD PROVIDENCE 7, R. I.

Planning a Convention or Sales Meeting in WASHINGTON, D.C. ?

D.C. Transit offers expert assistance in planning your recreation and transportation program!

. . . Be sure to include D.C. Transit:

SIGHTSEEING TOURS ★ LIMOUSINE SERVICE ★ MODERN MOTOR COACH SERVICE

- The widest choice of scheduled sightseeing tours of Washington, D. C., Maryland, Virginia . . . including many exclusive sightseeing innovations.
- The largest fleet in Washington, D. C. of ultra-modern, air-conditioned Cadillac limousines with uniformed chauffeurs.
- New, low-rate modern motor coach charter service with expert drivers.

For information, literature and reservations, phone **FEderal 3-5200**
or write or wire . . . **D.C. Transit System, Inc.**

A complete transit fleet serving the nation's capital. / **3600 "M" Street, N.W., Washington 7, D. C.**

Arrive Fresh 'n Ready

via Delta's Golden Crown DC-7's, "Flying Scot" DC-6's & DC-7's and Convair Metropolitans

Your convention's off to a flying start on Delta! Specialists in handling large and small groups, Delta will help stimulate attendance by contacting members on air travel, and mailing brochures. A wide choice of fares and services on Delta.

You're in the best of hands when you fly Delta.

Call your local **Delta Sales Office** *or write to* **Convention Bureau, Delta Air Lines,** *Atlanta Airport, Atlanta, Ga.*

Delta AIR LINES

ONE OF AMERICA'S PIONEER SCHEDULED AIRLINES

DISTINGUISHED HOTELS

REPRESENTED BY ROBERT F. WARNER INCORPORATED

17 EAST 45TH STREET
NEW YORK 17, N. Y.
MURRAY HILL 2-4300

A SECOND OPEN LETTER TO A SALES MANAGER

Dear Sir:

Are you mired by meetings? Taking work home in a briefcase as a result of the time consumed?

Then follow the example of a growing number of committee chairmen and convention secretaries, who are discovering that weekend meetings offer important advantages.

The preference for early-week dates on the part of business travelers has set up a highly competitive situation in the demand for hotel accommodations. Consider, then, a late-week date for your next meeting, and enjoy these advantages:

Greater choice of meeting rooms,
more personal service;
Greater choice of sleeping accommodations,
faster registration;
Fewer business-productive days consumed
by meeting.

Distinguished Hotels—a cooperative association of 18 independently managed hotels—provide superior facilities in the nation's 15 major business centers.

For more detailed information, write this office for the Distinguished Hotels Fact Sheet, or contact your nearest Distinguished Hotel.

Cordially,

W. R. Beattie

W. R. Beattie

NEW YORK
The Commodore
Hotel Roosevelt *

BOSTON
Parker House
Somerset Hotel *

ATLANTIC CITY
Chalfonte-Haddon Hall

BALTIMORE
Lord Baltimore

WASHINGTON
The Mayflower *

PITTSBURGH
Carlton House

CLEVELAND
Hotel Cleveland *

CHICAGO
The Drake
Edgewater Beach *

ST. LOUIS
Chase & Park Plaza

DALLAS
The Adolphus

OKLAHOMA CITY
The Skirvin

SALT LAKE CITY
Hotel Utah

SAN FRANCISCO
The Mark Hopkins

LOS ANGELES
The Ambassador

MEXICO CITY
Hotel Del Prado

SERVICE AND CONVENTION OFFICES

ROBERT F. WARNER, INC., 17 East 45th Street, New York • MUrray Hill 2-4300
Also in Boston • Chicago • Washington • Toronto, Can. • London, England
GLEN W. FAWCETT, INC. — Los Angeles • Portland • San Francisco • Seattle
San Diego • Vancouver, B. C.

*Hotel Corporation of America in cooperation with Distinguished Hotels

dh Distinguished HOTELS WARNER REPRESENTED

MEMBER

HOTEL SALES MANAGEMENT ASSOCIATION

HSMA

FOUNDED 1927

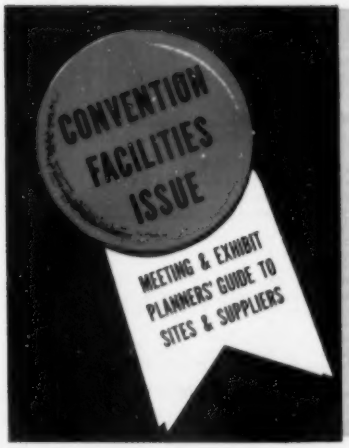
A SYMBOL OF INTEGRITY AND KNOW-HOW TO THOSE RESPONSIBLE FOR CONVENTION ARRANGEMENTS

This significant emblem is the symbol of alert, progressive, sales-minded hotel operation—a practical guide to aid in determining where best to hold a successful convention.

A sales-minded hotel is one which sincerely tries to please its guests with its food, beverages, facilities and services.

HSMA membership signifies a hotel operation most apt to prove satisfactory for your requirements.

***In the facilities-listings of the hotels in this directory you will note HSMA membership indicated by those initials after the name of the hotel. . . .* If you would like a 1957 HSMA Membership Roster, write Adrian Phillips, 1325 Boardwalk, Atlantic City, N. J.**



SECTION ONE

HOTEL AND AUDITORIUM FACILITIES

1. **Hotels and auditoriums are listed alphabetically under the cities in which they are located. (HSMA) after hotel name indicates membership in Hotel Sales Management Assn.**
2. **Cities are listed alphabetically under their respective states. (Transportation lines to city and convention bureau are listed under each city.)**
3. **States are listed alphabetically. They are followed by Canadian provinces.**
4. **U. S. island possessions follow Canada. These are followed by British West Indies, Cuba, Dominican Republic, Mexico and Panama.**

ALABAMA

Holiday Inn

See Advertisement, Page 16

4301 Bessemer Hway (Phone: HAmilton 5-4352)

Manager: Louis P. Woods
Convention Season: From Labor Day to June 1st
Largest Group Accommodated: 175 (50 rooms, 5 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.25-10.00; Double: 9.00-14.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00-50.00; allowance of 1.00 per bedroom occupied per day
Charges for Exhibit Areas: 15.00-50.00; allowance of 1.00 per bedroom occupied per day
Net Exhibit Space: 3,280 sq. ft. on one floor
Audio-Visual Aids: Blackboard, lighted speakers rostrum, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, badmitton, croquet, shuffleboard, golf putting green, ping pong

The Dinkler-Tutwiler Hotel

See Advertisement, Page 75

2005 5th Ave. N. (Phone: Alphine 2-8161; Telegraph: FGM)

Manager: Ira M. Patton, Vice Pres.
Sales Manager: Miss Margaret Fletcher
Convention Season: All year
Largest Group Accommodated: 500 (275 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 8.50-17.00; Suites: 30.00, European Plan
No. Mtg. Rms. & Capacity of Largest: 8 (1800)
No. Banquet Rms. & Capacity of Largest: 8 (1300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rm.: From 10.00 to 460.00
Net Exhibit Space: 8,250 sq. ft. on one floor; separate area
Audio-Visual Aids: PA system, spotlights, film projectors rental agency
Stage: Available

Molton Hotel

507 N. 20th St. (Phone: 3-7243)

Manager: Jack L. Smith
Convention Season: All year
Largest Group Accommodated: 75 (75 rooms and 1 suite available)
Convention Rates: Single: 4.50 to 5.00; Double: 7.00 to 15.00; Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of aLrgest: 2 (100)
Group Meal Rates: Breakfast: .60 to .85; Lunch: .90 to 1.25; Dinner: 1.35 to 3.25
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 27 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 725 sq. ft. on one floor
Stage: Available

Pick-Bankhead Hotel

See Advertisement, Page 82

2300 - 5th Ave. N. (Phone: ALpine 1-3231; Telegraph FTK)

Manager: Gene White
Sales Manager: Ray Mitchell
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms, 14 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.50; Double: 7.50-10.00; Suites: 16.00 up. European
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rm.: Varies as to room size
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Every type

BIRMINGHAM

Railroads: C. of Ga.; L. & N.; S.A.L.; So. Ry.; Frisco; Ill. Cent.; A.G.S.; A.C.L.; G.M. & O.; Bir. So.; Bir. Belt
Airlines: CAP, DAL, EAL, SOU

CONVENTION BUREAU

Convention & Travel Department
1914 6th Ave., North (3)
Lowell S. Hamilton, Manager

AUDITORIUM

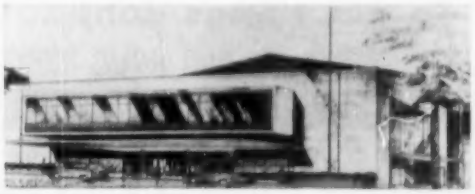
Municipal Auditorium

See Advertisement, Page 25

1928 8th Ave. (Phone: ALpine 1-9921)

Manager: Fred McCallum
Exhibit Areas: 31,000 sq. ft.; 20,000 Main Auditorium: 11,000 sq. ft. exhibit hall
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10.5 ft. by 10.5 ft.
No. Elevators and Capacities: One, 10,000 lbs.
Columns: None
Utilities: AC 110-220 current, gas water
Loading Facilities: Elevated doors and hand trucks; railroad 150 ft. behind building
Storage Areas: Ample
Meeting Rooms and Capacities: Six; three-25; one-35; one-50; one-300
Parking Facilities: 1,000 car lot
Distance from Business District: Three blocks

Finest in the deep *South!*



BIRMINGHAM
MUNICIPAL AUDITORIUM

now available for
- Conventions
- Trade Shows
- Presentations
- Dealer Meetings
- Expositions

COMPLETE MODERNIZATION NOW UNDER WAY
- Air Conditioning
- New Seating
- New, Modern Lighting on Stage and in House
- New Exhibit Hall and/or Small Theatre
- New Committee Rooms Seating 50-150-300

For Complete Details Contact
Fred McCallum, Mgr.
Municipal Auditorium
1930 N. 8th Ave., Birmingham, Alabama

- SEATING
  Main Auditorium 5,100
  Exhibit Hall 1,500
- EXHIBIT AREA
  Total 31,000 sq. ft.
  Main Auditorium 20,000 sq. ft.
  Exhibit Hall 11,000 sq. ft.

ALABAMA

Birmingham continued

Thomas Jefferson Hotel
See Advertisement, Page 164
2nd Ave. & 17th St. (Phone: AL 2-7141)
Manager: Nat D. Hurdle
Sales Manager: William J. Knapp
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 15 suites available)
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 13.00; Suites: 18.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 7 (750)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 6,000 sq. ft. on one floor
Charges for Exhibit & Mtg. Rms.: 25.00 to 100.00
Audio-Visual Aids: PA system, stage

MOBILE

Railroads: L. & N.; So. Ry.; G.M. & O.; A.T. & N.
Airlines: CAP, EAL, NAL, SOU

Admiral Semmes
See Advertisement, Page 164
251 Government St. (Phone: Hemlock 3-2771)
Manager: Frank C. Drane
Sales Manager: C. S. Hill
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-8.00; Double: 8.00-11.50; Suites: 17.50-25.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (800)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: None
Audio-Visual Aids: PA system, spotlights, film projectors rental agency
Stage: Available

The Battle House (HSMA)
26 N. Royal St. (Phone: HE 2-0531; Teletype MO 592)
Manager: B. C. Counts
Sales Manager:
Convention Season: Not during February & March
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-10.00; Double: 8.00-15.00; Suites: 20.00 up. European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1-2.50; Lunch: 2-4; Dinner: 2.50-6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if meals served
Audio-Visual Aids: PA system, spotlights, film projectors rental agency
Stage: Available

MONTGOMERY

Railroads: A.C.L.; C. of Ga.; L. & N.; G.M. & O.; S.A.L.; W. of A.
Airlines: DAL, EAL

AUDITORIUM

Alabama State Coliseum
P.O. Box 7026 (Phone: 5-2341)
Manager: T. C. Reid
Exhibit Areas: 33,000 sq. ft.
Rental Fees: Minimum $500 to $750 per day, includes utilities and janitor service
Ventilation: Fourteen 72" fans
Ceiling Height: 100 ft. **PA System:** yes
Columns: None
Current and Utilities Available: 220 V, gas, water
Railroad Sidings: For 8 cars
Location, Size of Storage Areas: Limited
Number of Meeting Rooms and Capacities: 4 (100
Facilities for Food Functions: Banquet for 500
Parking Facilities: 4,000 cars
Distance from Business District: 3 miles

Dinkler-Jefferson Davis Hotel (HSMA)
See Advertisement, Page 75
348 Montgomery St. (Phone: Amherst 2-5251)
Manager: Charles A. Dionne
Sales Manager: C. A. Dionne
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.90-10.50; Double: 7.75-12.50; Suites: 26.00
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.00 up; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 10.00 to 125.00
Net Exhibit Space: 8,000 sq. ft., including 5,720 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors, blackboard, portable screen
Stage: Available
Sports Facilities: Tennis, golf, swimming, horseback riding

Whitley Hotel
Montgomery St. (Phone: Amhurst 2-6461; Teletype: MG-6023)
Manager: Mark L. Grable
Sales Manager: Thomas A. Bell
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.50; Double: 8.00-11.00; Suites: 18.00-30.00
No. Mtg. Rms. & Capacity of Largest: 7 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends on requirements
Net Exhibit Space: 8,000 sq. ft. on two floors, separate area
Audio-Visual Aids: PA system, spotlights, film projectors available next door
Stage: Available

POINT CLEAR

Railroads: L. & N.; G.M. & O.

Grand Hotel (HMSA)
See Advertisement, Page 26
(Phone: WAverly 8-9201)
Manager: Murray Stevenson
Sales Manager: H. A. Peters, Jr.
Convention Season: All year except March & April
Largest Group Accommodated: 240 (120 rooms)
Air Conditioning: Entire hotel
Convention Rates: May 15-Jan. 31: Single or Double, 16.00-17.00; Suites, 24.00-25.00. Feb. 1-May 15: Single or Double, 17.00-19.00; Suites, 25.00-27.00. European plan
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner, 4.50

To get things done...
and have more fun

COME TO POINT CLEAR, YOUR PRIVATE PLEASURE-LAND!

Grand Hotel
POINT CLEAR, ALABAMA

- New Lagoon Room
- Skylounge
- Club House Loft
- Championship Golf Course
- Deep-sea cruisers
- Swimming pool and white sand beach

Distinguished cuisine and service, plus luxurious comfort and the privacy of a 350-acre estate have established Grand Hotel as a favorite resort for discriminating guests. Add to these features the finest of meeting rooms and you have all the facilities you could ask for a successful, enjoyable meeting! Available all year, except March and April.

Maximum 200 persons (120 double rooms and suites)

For Convention Information Kit, write James H. Pope, Convention Manager, or Harry A. Peters, Jr., Director of Sales

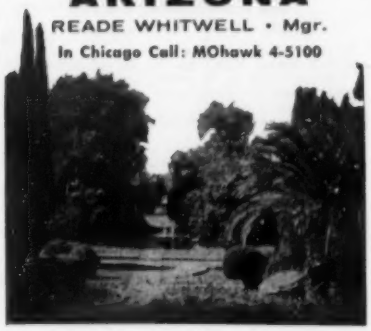
GRAND HOTEL • POINT CLEAR • ALABAMA
Murray Stevenson, Vice President

ARIZONA'S COUNTRY CLUB RESORT INVITES GROUP MEETINGS

Accommodations for 150 guests in a secluded club-like atmosphere only 15 miles to Phoenix. 70 acres of lawns and flowers. Magnificent golf course and other sports. 3740' Paved Airstrip. Superb food and well-trained service. Variety of meeting and conference rooms.

Season: NOVEMBER to MAY

THE WIGWAM
LITCHFIELD PARK
ARIZONA
READE WHITWELL • Mgr.
In Chicago Call: MOhawk 4-5100



Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: None
Sports Facilities: Golf, tennis, swimming, bowling on green, fishing, sailing, croquet, badminton, quoits, cycling

ARIZONA

CHANDLER

Railroads: So. Pac.
Airlines: Served through Phoenix

San Marcos Hotel (HSMA)

(Phone: Yorktown 3-6655)
Manager: John H. Quarty
Sales Manager: James Swail
Convention Season: Nov. to Jan. 20, from Apr. 1 to May 19
Largest Group Accommodated: 250 (120 rooms and 23 suites available)
Convention Rates: Single: 20.00 to 22.00; Double: 24.00; Suites: 12.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Rates for Meals: Breakfast: 2.00; Lunch: 3.00; Dinner: from 4.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: Projector for 16mm film and screen, PA system, stage, spotlights
Sports Facilities: Golf, swimming, tennis, shuffleboard, riding

GRAND CANYON

Railroads: A.T. & S.F.
Airlines: FAL to Flagstaff

El Tovar and Bright Angel Lodge

See Advertisement, Page 126

South Rim (Phone: Grand Canyon 40)
Manager: Walter D. Rouzer
Convention Season: October 1 to April 30 (except Easter week)
Largest Group Accommodated: 300 (149 rooms available)
Convention Rates: Single: 5.00 to 7.50; Double: 7.00 to 14.00; Suites: to 25.00; Deluxe Cabins: 10.00 to 12.00
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: 1.50; Lunch: 1.50 to 2.00; Dinner: 2.00 to 3.50
Liquor: Served in hotel. Portable bar for cocktail parties
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,962 sq. ft. 2,720 sq. ft. on one floor
Audio-Visual Aids: Admatic slide viewer, 35mm motion picture projector, PA system, stage
Sports Facilities: Fishing, hiking, mule trips into the Canyon

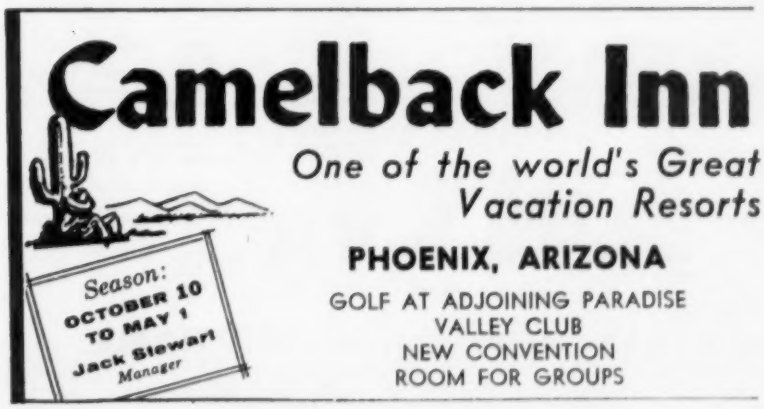
LITCHFIELD PARK

Railroads: So. Pac.
Airlines: Served through Phoenix

The Wigwam

See Advertisement, Pag 26

(Phone: WEstport 5-9321)
Manager: Reade Whitwell
Convention Season: October to Early May, except February & March
Largest Group Accommodated: 165 (50 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 20.00-24.00; Double: 16.00-18.00; Suites: 8.00 additional. American
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 3 (275)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel



ARIZONA

Litchfield Park continued

Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm sound, slide, easles
Stage: Available
Sports Facilities: Golf, riding, pool, tennis, putting greens, shuffleboard, croquet

PHOENIX

Railroads: So. Pac.; R.I.; A.T. & S.F.
Airlines: AAL, BAL, FAL, TWA, WAL

CONVENTION BUREAU

Convention Bureau
Chamber of Commerce
Elmer Ferrall, Manager

AUDITORIUM

Phoenix Coliseum
37th Ave. & Indian School Road (Phone: AP 3-3589)
Manager: Weldon Girard
Exhibit Areas: 26,000 sq. ft.
Ventilation: Refrigeration
PA System: Yes
Ceiling Height: 40 ft.
Dimensions, Opening to Exhibit Hall: 14 ft. steel doors each end
Columns, Location and Dimensions: None
Utilities: AC, DC, water
Loading Facilities: Railroad siding two blocks away
Location, Size of Storage Areas: 10,000 sq. ft. in rear
Facilities for Food Functions: 3 concession stands; banquet for 500
Parking Facilities: for 2,500 cars
Distance from Business District: 4 miles

Hotel Adams
P.O. Box 870 (Phone: ALpine 3-1131)
Manager: Jack J. Kane
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: 8.00; Double: 10.00; Suites: from 25.00
No. Mtg. Rms. & Capacity of Largest: 15 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: .75; Lunch: 1.00; Dinner: 2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: 25.00 to 75.00
Audio-Visual Aids: Spotlights, stage
Sports Facilities: Swimming pool on roof, shuffleboard, table tennis

Arizona Biltmore
(Phone: AM 5-4771)
Manager: George Lindholm
Convention Season: Nov. 1 to Jan. 15, Apr.
Largest Group Accommodated: 500 (250 rooms and suites available)
Convention Rates: Double: 40.00 to 50.00; Suites: 90.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Liquor: Served in hotel
Audio-Visual Aids: Spotlights, stage
Sports Facilities: Swimming pool, tennis, 18-hole golf course, horseback riding

Arizona Manor
2390 E. Camelback Road (Phone: AM-62431, Tele: FAX)
Directing Manager: Jack Kogen
Manager: Norman Kogen
Convention Season: All year
Largest Group Accommodated: 125 (80 rooms 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: $16.00 per person; Suites, $20.00 European
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: .75-1.75; Lunch: 1.00-2.50; Dinner: 2.50-4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8 & 16mm projector
Stage: Available
Sports Facilities: Golf, swimming, racing, riding

Camelback Inn
See Advertisement, Page 27
Lincoln Drive (Phone: Whitney 5-8441)
Manager: Jack Stewart
Convention Season: Fall & Spring
Largest Group Accommodated: 200 (108 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 26.00-28.00; Double: 40.00; Suites: 50.00. Quoted on groups of 60 or more persons. American
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 3.75 to 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1200 sq. ft. all on one flidor
Audio-Visual Aids: PA system, spotlights, everything for slides and movies
Stage: Available
Sports Facilities: Golf, tennis, swimming, riding

Jokake Inn
6000 E. Camelback Road (Phone: WHitney 5-6301)
Manager: E. D. Bailey
Convention Season: All year
Largest Group Accommodated: 175 (75 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Nov.-Jan.: Single: $20, Double: $32, Suites: $20. Jan.-May: Single: $28, Double: $40, Suites, $25, American
No. Mtg. Rms. & Capacity of Largest: 3 (475)
No. Banquet Rms. & Capacity of Largest: 4 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: Rm. for 5 or 6, 8' x 10' spaces, on one floor
Audio-Visual Aids: PA system, spotlights, 16mm film projector
Stage: Available
Sports Facilities: Pool, tennis, golf putting, horseback riding in desert, 18-hole golf course where play can be started on the Inn premises

Paradise Inn
6150 E. Camelback Rd. (Phone Whitney 5-8491)
Manager: Don Davis
Convention Season: November to January, April
Largest Group Accommodated: 175 (100 rooms available; suites can be arranged)
Air Conditioning: Banquet rooms
Convention Rates: Single: 20.00 to 26.00; Double: 30.00 to 36.00; Suites: 20.00 additional
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,800 sq. ft.
Audio-Visual Aids: 16mm projectors
Stage: Yes
Sports Facilities: Tennis, shuffleboard, putting, croquet, 18-hole golf course

Hotel Westward Ho (HSMA)
618 N. Central (Phone ALpine 3-2181; Telegraph: PX-287)
Manager: Fred G. Lessing
Sales Manager: John C. Stough
Convention Season: All year except February & March
Largest Group Accommodated: 750 (250 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-13.00; Double: 12.00-17.00; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (1500)
No. Banquet Rms. & Capacity of Largest: 13 (1500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 per booth or total room rental
Net Exhibit Space: 12,381 sq. ft. all on one floor, separate area
Audio-Visual Aids: PA system, spotlights, motion picture screens
Stage: Available
Sports Facilities: Swimming, pool, golf nearby, dog racing & horse racing in season (Fall & Winter months)

SCOTTSDALE

Railroads: So. Pac., Santa Fe (to Phoenix)
Airlines: AAL, BAL, FAL, TWA, WAL (to Phoenix)

Casa Blanca Inn
P.O. Box 188 (Phone: WHitney 5-6391)
Manager: Royal W. Treadway
Sales Manager: Royal W. Treadway
Convention Season: Nov., Dec., Jan., Apr., and May
Largest Group Accommodated: 100 (42 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 24.00; Double: 36.00; Suites: 44.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm projectors
Stage: Available
Sports Facilities: All sports

TUCSON

Railroads: So. Pac.
Airlines: AAL, FAL, TWA

CONVENTION BUREAU

Tucson Chamber of Commerce
C. Edgar Goyette, Manager

El Conquistador
East Broadway (Phone: EA 5-2611)
Sales Manager: Sadie L. Lark
Convention Season: April through December
Largest Group Accommodated: 150 (92 rooms, 8 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 8.00; Double: 12.00; Suites: 18.50. European
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Group Meal Rates: Breakfast: .75; Lunch: 1.00; Dinner: 1.75-3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 4,026 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm. projector, screen
Stage: Portable
SportsSports Facilities: Heated pool, golf, horseback riding nearby

Pioneer Hotel
80 N. Stone Ave. (Phone: 2-6441)
Manager: J. M. Procter
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 6 suites available)
Convention Rates: Single: 8.00; Double: 10.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: from .75; Lunch: from 1.10; Dinner: from 2.10
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, stage
Sports Facilities: Golf privileges at clubs

Santa Rita Hotel
Scott at Broadway (Phone: MAin 3-0551)
Manager: Roy Wright
Sales Manager: Babs Moxley
Convention Season: May 1st to January 1st
Largest Group Accommodated: 250 (120 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00; Double: 8.00; Suites: 12.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: Space for 20 booths
Audio-Visual Aids: PA system, spotlights, 16mm projector & screen
Stage: Available
Sports Facilities: Golf, racing, polo, swimming

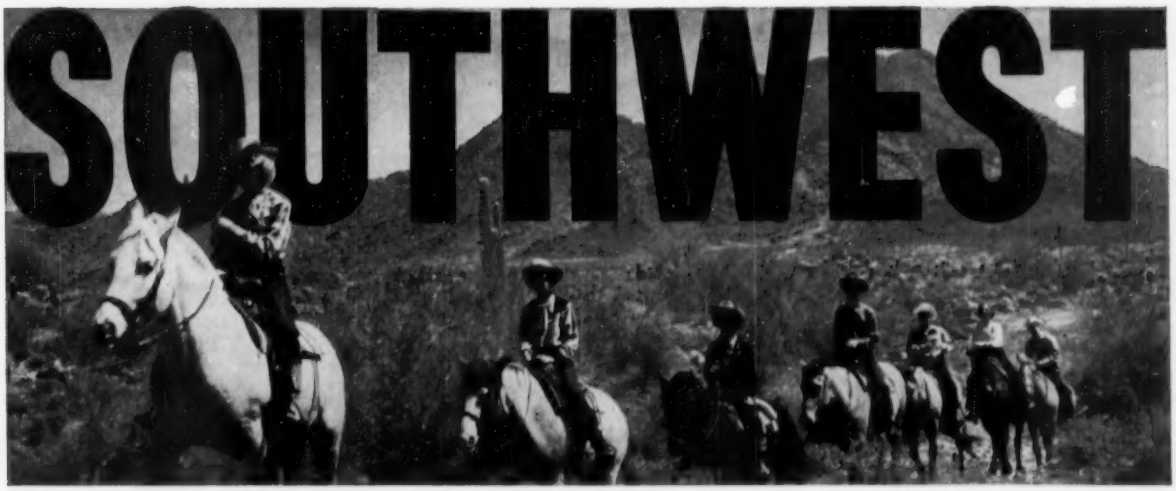
WICKENBURG

Railroads: Santa Fe
Airlines: AAL, BAL, FAL, TWA, WAL to Phoenix. Ranch cars will meet trains

Rancho de Los Caballeros
(Phone: Mutual 4-5484)
Manager: Mr. Dallas Gant

TWA

PUTS
WINGS
ON
CONVENTION
PLANNING



PHOENIX, LAS VEGAS, TUCSON

The Southwest is perfect for these business or holiday get-togethers. Let TWA help you . . . from finding a site right through to arranging the last delegate's luxurious flight home!

Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . suggestions for fun and recreation. For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office today. Or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N.Y.

FLY THE FINEST

FLY TWA

ARIZONA

Wickenburg continued

Convention Season: Oct. to May except Feb. & Mar.
Largest Group Accommodated: 100 (50 rooms)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 15.00-17.00; Double: 28.00-30.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (110)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Bar-locker system. Guests furnish own liquor
Charges for Mtg. Rms.: None
Audio-Visual Aids: 16mm & 30mm slide projector
Stage: Available
Sports Facilities: Golf, horseback riding, swimming, putting green, skeet field, pistol range, tennis, horseshoes, ping pong, pool table, shuffleboard

ARKANSAS

FORT SMITH

Railroads: Frisco; K.C. So.; Mid. Val.; M.P.
Airlines: BNF; CEN

Goldman Hotel

1215 Garrison Ave. (Phone: 2206)
Gen. Manager: John R. England
Res. Manager: Wm. P. England
Convention Season: All year
Largest Group Accommodated: 500 (140 rooms, 10 suites available)
Air Conditioning: 2 banquet & meeting rooms, 45% of bedrooms
Convention Rates: Single: from 4.00; Double; from 6.00; Suites: from 12.50
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: from .65; Lunch: from 1.00; Dinner: from 1.50. (Coffee Shop prices)
Liquor: Package stores only—half-pint smallest unit
Charges for Mtg. Rms.: 35.00 to 50.00
Net Exhibit Space: Room for 12 8' x 10' booths on lobby floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling

Ward Hotel (HSMA)

523 Garrison (Phone: 22031)
Manager: Frank Volker
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 3.50-6.00; Double: 5.50-9.00; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: .90; Lunch: from .90; Dinner: from 1.25
Liquor: Package only
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, tennis, fishing, swimming

HOT SPRINGS

Railroads: C.R.I. & P.; M.P.
Airlines: CEN, DAL, TTA

Arlington Hotel (HSMA)

Central Ave. at Fountain (Phone: NAtional 3-7771)
Gen. Manager: R. E. McEachin
Res. Manager: Edgar A. May
Convention Season: May through September
Largest Group Accommodated: 650 (300 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 12.00; Suites: 25.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on 2 floors, separate area
Audio-Visual Aids: PA system, spotlights, 16mm projector (rental agency)
Stage: Available
Sports Facilities: Golf, fishing, boating, swimming

Majestic Hotel

201 Park Avenue (Phone: NAtional 3-5511)
Manager: W. L. Wolfe
Sales Manager: J. E. Lewis
Convention Season: April 16 to January 14
Largest Group Accommodated: 100 (90 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00; Double: 10.00; Suites: 12.50-20.00
No. Mtg. Rms. & Capacity of Largest: 3 (90)
No. Banquet Rms. & Capacity of Largest: 3 (75)
Group Meal Rates: Breakfast: .75-1.50; Lunch: 1.00-2.50; Dinner: 2.00-6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 600 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Fishing, golf and shuffleboard

LITTLE ROCK

Railroads: M.P.; C.R.I. & P.
Airlines: BNF, CEN, DAL, TTA

AUDITORIUM

Robinson Memorial Auditorium

Markham & Broadway (Franklin 2-4154)
Manager: A. W. Harville
Exhibit Areas: Exhibition Hall, 12,000 sq. ft. Lecture Hall, 3,000 sq. ft.
Rental Fees and Services: Exhibition Hall, $200 per day; Lecture Hall, $50 per day; light, heat, janitor service included
Floor Load: Unlimited ground floor
Ventilation: Air conditioned
Ceiling Height: 9 ft. at lowest point
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight door, 10 ft. 11 in. by 8 ft. 7 in.
Columns: 12 in Exhibition Hall
Utilities: 110-220 current
Loading Facilities: Freight doors
Storage Areas: Limited
Meeting Rooms and Capacities: Music hall, 3,000; Lecture Hall, 400
Facilities for Food Functions and Banquet Capacity: Banquet for 1,000 can be catered by outside organization
Parking Facilities: Limited
Distance from Business District: Three blocks

Albert Pike Hotel

See Advertisement, Page 30.

7th & Scott Sts. (Phone: FR 2-5211)
Manager: Walter E. Davis
Convention Season: All year
Largest Group Accommodated: 140 (70 rooms)
Air Conditioning: Entire hotel

Little Rock!

IDEAL

Convention

CITY

•

LOOK AT YOUR DEALERS OR MEMBERSHIP AND COMPARE LITTLE ROCK'S LOCATION . . .

•

✓ ***CHECK THESE ADVANTAGES, TOO!***

- √ 4 modern hotels
- √ Ample air conditioned rooms
- √ Air conditioned banquet rooms
- √ Air conditioned municipal auditorium
- √ Historical sights
- √ Central location—good transportation
- √ Excellent eating facilities
- √ Reasonable prices
- √ Numerous golf courses
- √ City of hospitality

•

FOR INFORMATION, WRITE OR PHONE

H. J. BURFORD, General Manager

SOUTHWEST HOTELS, Inc.

P. O. BOX 389

LITTLE ROCK, ARKANSAS

MAKE CONVENTIONS A FAMILY AFFAIR

Disneyland Hotel

AND RESTAURANTS

. . . in the heart of America's Favorite Playland

Bring the family to your next function . . . increase morale and attendance. Enter through Disneyland gates to a resort hotel that has every facility for successful conventions, meetings, banquets . . . from 10 to 1,000 . . . parking for 700 cars. Air conditioned rooms with ample electrical outlets, built-in audio system, mikes and phono-jacks. Food by famous Gourmet Restaurants. Modern accommodations. Coral Club features Olympic swim pool. 16 shops in Hotel arcade. Special convention room and food rates. Just 30 minutes from Los Angeles. Combine business and pleasure at Disneyland Hotel.

WRITE FOR FREE FOLDER & DETAILS

DON M. DALEY • Disneyland Hotel • Anaheim, California

Convention Rates: Single: 5.00-13.91; Double: 7.00-17.00; Suites: 22.15-32.45, European
No. Mtg. Rms. & Capacity of Largest: 7 (140)
No. Banquet Rms. & Capacity of Largest: 7 (140)
Group Meal Rates: Breakfast: .65; Lunch: 1.00; Dinner: 1.75
Liquor: Package only
Charges for Mtg. Rms. 3.00 up
Charges for Exhibit Areas: 10.30 up
Net Exhibit Space: 2,500 sq. ft. all on one floor
Audio-Visual Aids: Spotlights
Stage: Available
Sports Facilities: Golf, fishing, swimming, horseback riding

Hotel Grady Manning

See Advertisement, Page 30

Markham & Main Sts. (Phone: FR 2-5141)
Manager: R. M. Eubanks, Jr.
Sales Manager: P. F. Minnihan
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.25-6.00; Double: 6.25-9.00; Suites: 12.00-13.00
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Package store—private bars
Charges for Mtg. Rms.: None with meals
Net Exhibit Space: 1,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, swimming, tennis, horseback riding can be arranged

Hotel Lafayette

See Advertisement, Page 30

6th & Louisiana (Phone: FRanklin 2-6202)
Manager: Joe Matthew
Sales Manager: Al Barnes
Convention Season: All year
Largest Group Accommodated: (200 rooms, 24 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 4.00; Double: from 6.00; Suites: from 12.00
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None with meals
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie, closed-circuit TV
Stage: Available
Sports Facilities: Golf, fishing, swimming, horseback riding

Hotel Marion

See Advertisement, Page 30

200 West Markham (Phone: FR 5-8241)
Manager: Ben R. Shelley
Convention Season: All year
Largest Group Accommodated: 800 (500 rooms, 17 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 up; Double: 7.00 up; Suites: 17.50-35.00, European
No. Mtg. Rms. & Capacity of Largest: 17 (800)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Package only
Charges for Mtg. Rms.: Varies with number of meals
Net Exhibit Space: 1,000 sq. ft. all on one floor, separate area
Audio-Visual Aids: PA system, spotlights (rental agency)
Stage: Available
Sports Facilities: Swimming, horseback, baseball, football, fishing, duck & upland hunting

CALIFORNIA

ANAHEIM

Airlines: Helicopter from Los Angeles
Buses: Metropolitan Coach, Greyhound

Disneyland Hotel

See Advertisement, Page 30

1441 South West St. (Phone: Keystone 5-8171)
Manager: Don J. Daley
Conv. Manager: Mrs. Virginia Huff
Convention Season: Sept. 15 to May 30
Largest Group Accommodated: 600 (200 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-22.00; Double: 13.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (595)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals are served
Audio-Visual Aids: PA system, spotlights, camera shop in hotel
Stage: Available
Sports Facilities: Golf, horseback riding, fishing, tennis, water sports

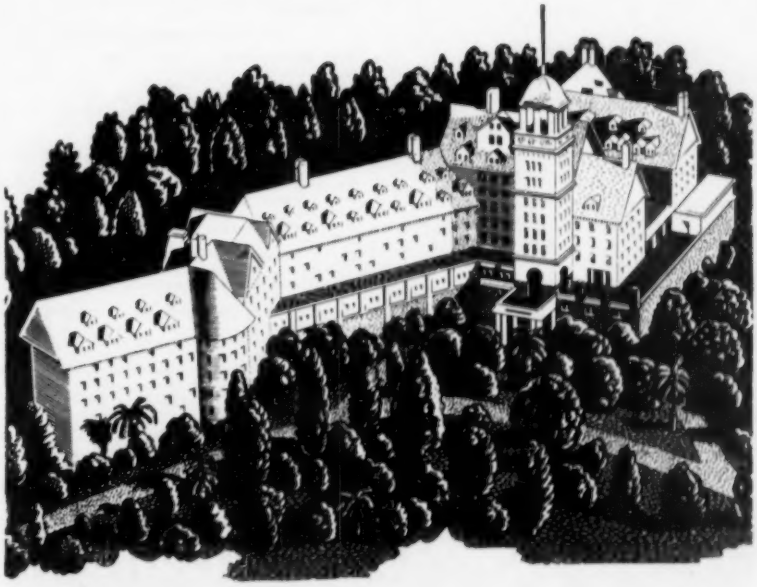
APPLE VALLEY

Railroads: So. Pac.

Apple Valley Inn

(Phone: Victorville 77-271)
Manager: C. F. "Fritz" Roehm
Convention Season: All year
Largest Group Accommodated: 125 (101 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-16.00; Double: 12.00-18.00
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: from .85; Lunch: from 1.50; Dinner: from 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,080 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projector & screen
Stage: Available
Sports Facilities: Golf, horseback riding, swimming, tennis, badminton, shuffleboard, putting green

SALES MEETING CENTER OF SAN FRANCISCO BAY AREA!



6 GOOD REASONS WHY YOU WILL GET MORE FROM YOUR MEETING AT THE HOTEL CLAREMONT:

1. More public space than any other hotel in San Francisco Bay Area—23,326 square feet handles 200 exhibits easily.
2. More free parking space—room for 1,000 cars.
3. More true luxury—300 rooms, and suites with fresh flowers daily from 22 acres of lovely gardens surrounding the Bay Area's finest resort hotel.
4. More fun dancing to name bands in the great Garden Room, and enjoying the magnificent food you'll relish at the Claremont.
5. More business value—no traffic noise, no drifting away.
6. More prestige—the Wall Street Journal yearly carries the names of more than 100 top level U.S. business organizations holding meetings at the Claremont.

HOTEL *Claremont*

Berkeley-Oakland, Calif. Murray Lehr, *Managing Director*

Reasonable rates on request THornwall 3-3720 Teletype OA 520

CALIFORNIA

continued

BAKERSFIELD

Railroads: So. Pac.; S. Fe; Sunset Ry
Airlines: SWA, VAL

Hotel El Tejon

17th & K Streets (Phone: EAirview 4-6441)

Manager: James T. Cassell
Convention Season: All year
Largest Group Accommodated: 250 (110 rooms, 5 suites available)
Air Conditioning: Yes
Convention Rates: Single: 4.50 to 7.50; Double: 7.00 to 10.00; Suites: 14.00 to 18.00
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9 (300)
Group Meal Rates: Breakfast: 1.50-2.50; Lunch: 1.75-3.50; Dinner: 2.50-6.00
Liquor: Yes
Charges for Mtg. Rms.: No Charge for convention
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: Screen, blackboards, PA system, spotlights
Stage: Yes
Sports Facilities: Riding, golf, swimming, horseback riding

BERKELEY

Railroads: So. Pac.; Santa Fe

Hotel Claremont

See Advertisement, Page 31

Ashby & Domingo Ave. (Phone: THornwall 3-3720)

Managing Director: Murray Lehr
General Manager: Roy Strawhecker
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 10 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.50-14.00; Double: 10.00-18.00; Suites: 20.00-60.00
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms.: 12
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.25
Liquor: Yes
Charges for Mtg. Rms.: None when hotel is headquarters
Charges for Exhibit Areas: 5.00 per booth or double the daily all-day rate
Net Exhibit Space: 10,000 sq. ft. all on one floor tem, spotlights
Stage: Yes
Sports Facilities: Tennis, riding, golf, swimming.
Audio-Visual Aids: Screens, blackboards, PA system ice skating

Shattuck Hotel

2086 Allston Way (Phone: THornwall 5-7300)
Manager: George J. Willis
Convention Season: all year
Largest Group Accommodated: 250 (80 rooms and 10 suites available)
Convention Rates: Single: From 5.00; Double: From $7.50; Suites: from 14.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Group Meal Rates: Breakfast: from .45; Lunch: from .75; Dinner: from 1.75
Liquor: Set ups available
Air Conditioning: Banquet and meeting rooms
Charges for Mtg. and Banquet Rms.: None
Net Exhibit Space: 3552 sq. ft. on one floor
Visual Aids Available: screen, blackboards, easel
Other Equipment Available: PA system, spotlights, stage

BEVERLY HILLS

Railroads: Pac. Elec.; S.P.
Airlines: Served through Los Angeles

The Beverly Hilton Hotel (HSMA)

See Advertisement, Page 18

9876 Wilshire Blvd. (Phone: Crestview 4-777)
Manager: Robert A. Groves
Sales Manager: Lloyd Sando
Convention Season: All year
Largest Group Accommodated: 525 (225 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 13.00-23.00; Double: 16.00-26.00; Suites: 37.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,200)
No. Banquet Rms. & Capacity of Largest: 11 (1,100)
Group Meal Rates: Breakfast: 3.50; Lunch: 4.00; Dinner: 7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: Contingent upon supporting revenue
Net Exhibit Space: 21,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Swimming, shuffleboard, pool, golf courses nearby

Beverly Wilshire Hotel

9514 Wilshire Blvd. (Phone: Crestview 54282)
Manager: A. M. Padden
Sales Manager: Eleanor Loeggering
Convention Season: All year
Largest Group Accommodated: (200 rooms available during Apr. 15 to June 15, Oct. 15 to Dec. 15)
Convention Rates: Single: from 14.00; Double: from 16.00; Suites: 30.00 to 32.00
No. Mtg. Rms. & Capacity of Largest: 2 (550)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: 2.50; Lunch: 3.00; Dinner: from 4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Depending on type of function
Audio-Visual Aids: Screen, PA system, spotlights
Stage: 54' x 20'
Sports Facilities: Tennis, swimming

BLAIRSDEN

Railroads: W.P.

Feather River Inn (HSMA)

(Phone: VErnon 6-2501)

Manager: Robert C. Walker
Sales Manager: C. Kenneth Grailer
Convention Season: June 1st to Oct. 1st
Largest Group Accommodated: 220 (100 rooms and 6 suites available)
Convention Rates: Single: 13.00 to 14.00; Double: 26.00 to 28.00; Suites: 39.00 to 42.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 4 (225)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm silent projector, PA system, spotlights
Stage: 10' x 20'
Sports Facilities: Golf, horseback riding, swimming, fishing, tennis

CARMEL

Airlines: SWA, VAL

Carmel Valley Inn

Carmel Valley Highway (Phone: OLive 9-2261)

Manager: Craig P. Smith
Convention Season: Year round
Largest Group Accommodated: 125 (55 rooms, 1 suite available)
Convention Rates: Single: 19.00; Double: 16.00
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 2 (125)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 700 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, heated swimming pool

Holman's Guest Ranch

Holman Road (OLive 9-2557)

Manager: Vivian O. Holman
Convention Season: All year
Largest Group Accommodated: 40 (17 rooms available)
Convention Rates: Single: 17.00; Double: 25.00 to 27.50
No. Mtg. Rms. & Capacity of Largest: 2 (50)
No. Banquet Rms. & Capacity of Largest: 1 (50)
Liquor: Not served
Audio-Visual Aids: Screen, projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Ping pong, badminton, horseshoes, volley ball, baseball, swimming, fishing, riding

La Playa Hotel

P.O. Box 900 (Phone: Mayfair: 4-6476)
Manager: Ernest G. Friez, Jr.
Convention Season: All year except July and August
Largest Group Accommodated: 120 (60 rooms, 2 suites available)
Convention Rates: Nov. 1, 1957 to Mar. 31, 1958: Single: 15.00; Double: 24.00. Apr., 1958 to Nov. 1, 1958: Single: 18.00; Double: 26.00. American

No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 3 (175)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if in hotel
Net Exhibit Space: 1,550 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, slide and 16mm film projector
Stage: No
Sports Facilities: Swimming pool, putting green

CORONADO

Railroads: S.D. & A.E.; Str. from S.F.
Airlines: Served through Oakland

Hotel Del Coronado (HSMA)

See Advertisement, Page 32

Ocean Front (Phone: HEmstead 5-3161)
Manager: H. B. Klingensmith
Sales Manager: Gethin D. Williams
Convention Season: All year, subject to confirmation
Largest Group Accommodated: 750 (350 rooms, 50 suites available)
Convention Rates: Single: 20.00-24.00; Double: 30.00-34.00; Suites: 38.00-42.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None, but a service charge based on requirements
Net Exhibit Space: 7,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, film projectors rental basis
Stage: Available
Sports Facilities: Pool, tennis, golf, private beach

DEATH VALLEY JUNCTION

Furnace Creek Inn

See Advertisement, Page 126

Manager: Fred W. Witteborg
Convention Season: Large groups: Nov., Dec., and Jan.; Small groups: Nov. 1 to May 1
Largest Group Accommodated: 175
Sports Facilities: Swimming pool, tennis courts, golf course, horseback riding

FRESNO

Railroads: S.P.; A.T. & S. Fe
Airlines: TWA, UAL

CONVENTION BUREAU

Fresno Convention Bureau
1230 M St. (1)
Gordon Hewson, General Manager

AUDITORIUM

Fresno Memorial Auditorium
1230 N. St. (Phone: 6-8031)

Manager: Gordon Hewson
Exhibit Areas: Main floor, 14,000 sq. ft.; lobby and stage, 3,000 sq. ft.
Rental Fees and Services: $150 plus 10% of gross over $2,000
Floor Load: 2,000 lbs.
Ventilation: Air-cooled
Ceiling Height: 72 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 5 doors, 60 ft. wide
No. of Elevators and Capacities: One 12 ft. by 12 ft. elevator, capacity 2,000 lbs.
Columns, Locations and Dimensions: None
Current and Utilities Available: AC and DC, 220 and 110
Loading Facilities: Three locations, stage level, floor level and basement
Size of Storage Areas: 2,500 sq. ft.
Number of Meeting Rooms and Capacities: 10 (25 to 150)
Facilities to Handle Food Functions: Can handle banquet for 1,200
Parking Facilities: Limited
Distance from Business District: 5 blocks

Hotel Californian

Kern & Van Ness (Phone: Amherst 4-9611)
Manager: John M. Lloyd
Convention Season: All year
Largest Group Accommodated: 380 (175 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.50; Double: 7.50-10.00; Suites: 16.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms. None if hotel headquarters
Charges for Exhibit Areas: Varies
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards
Stage: Available (portable)

Fresno Hacienda (HSMA)

Highway 99 at Clinton (Phone: AM 8-4061)
Manager: Otto Powell
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 8.00; Twin: 9.00, American
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 5,700 sq. ft.; 4,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Three swimming pools

HOBERGS

Transportation supplied from San Francisco, Oakland, Sacramento
Buses: Greyhound daily from Oakland and San Francisco

Hoberg's Resort

(Phone: Hobergs 1)
Manager: George G. Hoberg
Sales Manager: Philip F. Ellis
Convention Season: April, May, June, July, Sept., Oct.
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 14.50; Double: 25.00; Suites: 16.50-26.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, slide projector
Stage: Available
Sports Facilities: Golf, riding, softball, tennis, badminton, shuffleboard, swimming

HOLLYWOOD

Railroads: PAC, ELEC., S.P.
Airlines: Served through Los Angeles

Hollywood Knickerbocker Hotel

1714 N. Ivar St. (Phone: HOllywood 5-3171; Telegraph: VGP)
Gen. Manager: C. Warren Rock
Convention Season: All year
Largest Group Accommodated: 256 (75 rooms, 25 suites available)
Air Conditioning: 2 banquet rooms and 16% of bedrooms
Convention Rates: Single: 8.00-11.00; Double: 10.00-14.00; Suites: 16.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (360)
No. Banquet Rms. & Capacity of Largest: 3 (360)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 125.00
Charges for Exhibit Areas: 15.00 to 125.00
Net Exhibit Space: 4,426 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, blackboards and screen
Stage: Available
Sports Facilities: Heated outdoor pool, golf, tennis, riding and ocean bathing nearby

Hollywood Plaza Hotel

1637 North Vine St. (Phone: HO 5-1131; TWX: 1840 L A)

Are your conventions at home as out of date as yesterday's newspaper?

It takes no more time or money to have an overseas convention by air...

For full information write:
Henry W. Beardsley, Pan American,
P. O. Box 1790, New York 17, N. Y.

SEE PAGE 2

PAN AMERICAN
World's Most Experienced Airline

A WONDERFUL DESERT OASIS FOR YOUR SALES MEETING...

An ideal resort for small groups in a secluded location just 20 miles from Palm Springs, offering all the attractions of this world famous area, plus the freedom from distractions for your working hours. Swimming, riding, tennis, sunning — several golf courses nearby. Convention Season: November, December, January and April.

For reservations and Information write or call:
MR. WARNER E. GILMORE,
General Manager

La Quinta
HOTEL
LA QUINTA, CALIFORNIA
Phone:
DIAMOND 7-4111

LET'S MEET IN
LONG BEACH
. . . in the heart of
SOUTHERN CALIFORNIA

Where you CAN combine business and pleasure

"call the meeting to order"

- Wonderful year round climate
- Conference Rooms and Convention Halls to accommodate groups of 6 to 6000
- Experienced staff with plenty of trade show "know how" to help you.
- Excellent Hotel Facilities . . . . adjacent to Auditorium

"meeting adjourned"

- Visit Disneyland, Marineland, Fun Zone or myriad other Southland attractions.
- Swim, fish, sail, play golf, bowl or partake of our other recreational facilities.
- Enjoy dining, dancing and entertainment in dozens of renowned restaurants and night clubs.

LET US HELP YOU PLAN YOUR NEXT CONVENTION, CONFERENCE OR TRADE SHOW

LONG BEACH
Convention and Visitors Bureau
Municipal Auditorium
Long Beach, California

CALIFORNIA

Hollywood continued

Manager: Walter M. Schroeder
Convention Season: All year
Largest Group Accommodated: 175 (60 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00-8.50; Double 8.50-10.00; Twins: 9.00-12.50; Suites: 12.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (140)
No. Banquet Rms. & Capacity of Largest: 2 (120)
Group Meal Rates: Breakfast: 1.45; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 & 50.00
Net Exhibit Space: 1,500 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Pool

Hollywood Roosevelt Hotel (HSMA)

7000 Hollywood Blvd. (Phone: Hollywood 9-2443)
Manager: L. B. Nelson
Sales Manager: Robert M. Fennin
Convention Season: All year
Largest Group Accommodated: 100 (40 rooms, 10 suites available)
Air Conditioning: Public rooms
Convention Rates: Single: 8.00-16.00; Double: 10.00-16.00; Suites: 18.00-36.00
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 12.50 to 100.00
Net Exhibit Space: 8,900 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

LA QUINTA

LaQuinta Hotel

See Advertisement, Page 33

(Phone: Coachella Valley 9-3535)
Manager: Warner E. Gilmore
Convention Season: Nov. 15 until Easter
Largest Group Accommodated: 110 (58 rooms, suites available)
Air Conditioning: Dining room and cocktail lounge
Convention Rates: Single: 21.00; Double: 17.00 per person
No. Mtg. Rms. & Capacity of Largest: 2 (90)
No. Banquet Rms. & Capacity of Largest: (100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system
Stage: No
Sports Facilities: Tennis, riding, swimming, golf on nearby courses

LAKE TAHOE

Railroads: So. Pac.

Brockway Hot Springs

Brockway (Phone: Liberty 6-3353)
Manager: M. Bennett
Convention Season: June and September
Largest Group Accommodated: 250 (125 rooms, 10 suites available)
Convention Rates: Single: 20.00; Double: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (325)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, badminton, swimming, ping-pong

Tahoe Tavern

Tahoe City (Phone JUniper 3-3771)
Manager: Fred Ichelson
Convention Season: Before July 1st and after August 20th
Largest Group Accommodated: 300 (92 rooms, 33 suites available)
Convention Rates: Single: 15.00; Double: 30.00; Suites: 50.00 to 52.00. American
No. Mtg. Rms. & Capacity of Largest 4 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm projector, cinemascope theater
Stage: Available
Sports Facilities: Tennis, golfing, fishing, boating, bowling, swimming pool, riding. water skiing, badminton

LONG BEACH

Railroads: A.T. & S.F.; Pac. Elec.; So. Pac.; U. Pac.
Airlines: UAL, WAL

CONVENTION BUREAU
Long Beach Convention & Visitors Bureau
Municipal Auditorium
Howard A. Jones, Manager

AUDITORIUM

Municipal Auditorium

270 E. Seaside Blvd (Phone: HE 7-2771)
Manager: Wm. F. Hanssen
Exhibit Areas: Exhibit Hall, 25,000 sq. ft.; Convention Hall, 15,000 sq. ft.; Mezzanine, 2,000 sq. ft.
Rental Fees: On application
Ventilation: Air conditioned
Ceiling Height: Exhibit Hall, 16 ft.; Convention Hall, 55 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. wide 14 ft. high
Elevators and Capacities: Two, 90 persons each
Columns: 24 in. by 30 in., 20 ft. apart
Utilities: AC 110-220 current
Loading Facilities: Truck entrance with one-ton hoist
Storage Areas: 900 sq ft.
Meeting Rooms and Capacities: Two, 180; two 50; two, 40; one, 25
Facilities for Food Functions and Banquet Capacity: Can handle banquet for 500 to 2,500
Parking Facilities: 1,000 cars
Distance from Business District: Two blocks

Lafayette Hotel

See Advertisement, Page 34

Broadway & Linden (Phone: Hemlock 55681)
Manager: David Tallichet
Sales Manager: Tonny Noh
Convention Season: All year
Largest Group Accommodated: 500 (283 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 10.00-14.00; Suites: 23.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (2,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Charge for booth space
Net Exhibit Space: 35,000 sq. ft. (15,000 sq. ft. on one floor, separate area)
Audio-Visual Aids: PA system, spotlights, screens, film projectors (rental agency)
Stage: Available
Sports Facilities: Golf, bowling, tennis, riding, fishing, swimming pool in hotel

Wilton Hotel

See Advertisement, Page 34

210 E. Ocean Blvd. (Phone: Long Beach 7-2201)
Manager: Anthony Lackey
Sales Manager: Ralph Breshears
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 15 suites available)
Convention Rates: Single: 7.00; Double: 11.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Rates for Meals: Breakfast: 1.50 to 2.50; Lunch: 2.00 to 3.50; Dinner: 2.50 to 6.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None to conventions
Net Exhibit Space: 12,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

LOS ANGELES

Railroads: So. Pac.; Santa Fe; U. Pac.; Pac. Elec.; Los. A. Jnct.
Airlines: AAL, BAL, CAL

CONVENTION BUREAU

Los Angeles Convention & Visitors Bureau
1151 S. Broadway (15)
Allen K. Pollock, Manager

AUDITORIUMS

Pan Pacific Auditorium

7600 Beverly Blvd. (Webster 8-3456)

Manager: C. E. Cord, President
Exhibit Areas: 100,000 sq. ft.
Rental Fees and Services: Rentals include overhead light, janitor service, maids, porters, ticket takers, night watchman, fireman and offices
Floor Load: Unlimited
Ceiling Height: 24 ft. **PA system:** Altec system
Dimensions. Opening to Exhibit Hall: 17 ft. high, 60 ft. wide
Columns: 20 feet apart
Utilities: 110, 220, 440 AC current; gas, water
Loading Facilities: level ground
Facilities for Food Functions: None, three refreshment stands and cocktail lounge
Parking Facilities: 32 acres
Distance from Business District: Eight miles

Shrine Exposition Hall

See Advertisement, Page 35

700 West 32nd St. (Richmond 9-1091)

Manager: Fred J. Tabery
Exhibit Area: Lower level, ground floor and balcony, 96,000 sq. ft.
Rental Fees and Services: Depends on duration and type of show
Floor Load: Unlimited on lower level, other areas 200 lbs. **Ventilation:** Excellent
Ceiling Height: 35 ft. **P. A. System:** Available 20CVfiO
Dimensions, Opening to Exhibit Hall: 14 ft. wide, 14 ft. high.
Elevators and Capacities: One freight elevator 2,000-lb, capacity
Utilities: 110, 220, 440 AC, 60 cycles; gas water, drain
Loading Facilities: Ramp to balcony, truck doors to lower level and main floor
Storage Areas: Adjacent to building
Meeting Rooms and Capacities: Flexible as required
Facilities for Food Functions: Can handle banquets from 1,500 to 4,500
Parking Facilities: Adjacent lots
Distance from Business District: Three miles, eight minutes by car

Alexandria Hotel (HSMA)

210 W. 5th St. (Phone: Madison 6-7484; Telegraph: LA881)
Manager: George H. Karlin
Sales Manager: Philip J. Karlin
Convention Season: All year
Largest Group Accommodated: 800 (500 rooms, 10 suites available)
Air Conditioning: No
Convention Rates: Single: 5.00-8.00; Double: 6.50-10.50; Suites: 12.00-25.00
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 150.00
Charges for Exhibit Areas: 15.00 to 150.00
Net Exhibit Space: 11,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm, 16mm sound projectors, screens, blackboard
Stage: Available
Sports Facilities: None

Ambassador Hotel (HSMA)

See Advertisement, Page 23

3400 Wilshire Blvd. (Phone: DUnkirk 7-7011)
Manager: Philip J. Weber
Sales Manager: John Henne
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms, 25 suites available)
Air Conditioning: All banquet and meeting rooms, some bedrooms
Convention Rates: Single: 9.00-23.00; Double: 12.00-26.00; Suites: 27.00-50.00. European

Meeting in LOS ANGELES? Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

In Los Angeles it's . . .

SHRINE EXPOSITION HALL

For your Trade Show, Convention, Sales Meeting or Banquet

- **THREE FULL FLOORS OF EXHIBIT SPACE . . .** 56,000 square feet on street floor and mezzanine . . . an additional 40,000 square feet in newly renovated, air-conditioned lower level . . .
- **COMPETENT PERSONNEL . . .** complete stock of trade show furniture and equipment available on premises at all times.
- **EXCELLENT CATERING FACILITIES FOR BANQUETS 1500 TO 5000**

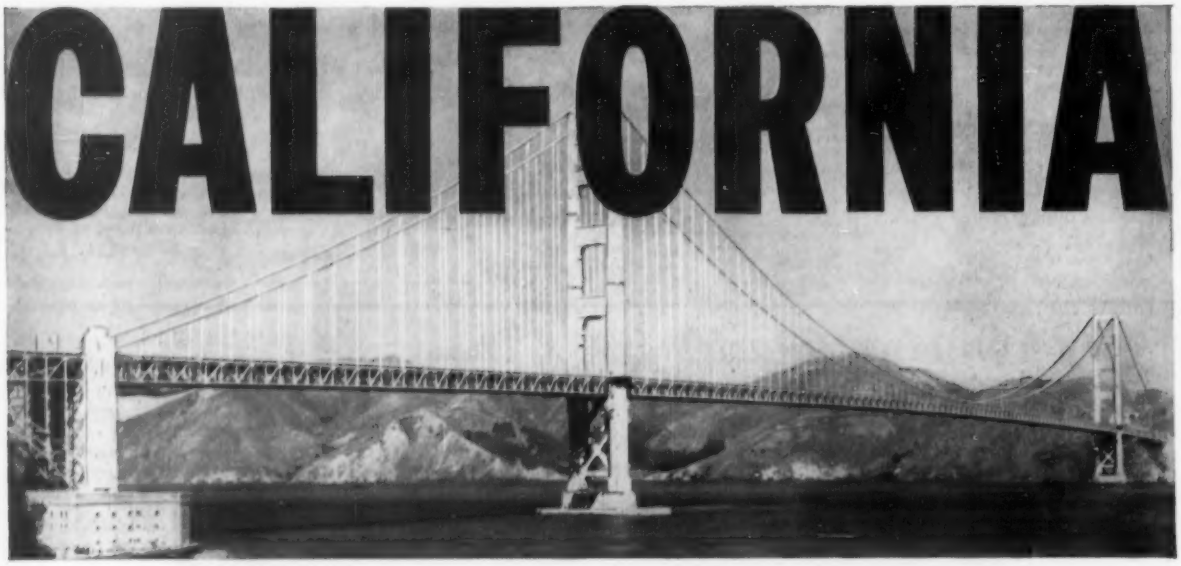
Easily accessible to freeways **5-8 minutes from all major hotels**

MAKE THIS YOUR TRADE SHOW HEADQUARTERS

For information or dates write: Shrine Exposition Hall, 700 West 32nd Street, Los Angeles, California
Telephone: Richmond 7-2923

TWA

PUTS WINGS ON CONVENTION PLANNING



LOS ANGELES, SAN FRANCISCO

The West Coast is ideal for your business—holiday get-togethers. And TWA will help from site planning to the last delegate's luxurious flight home!

Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . suggestions for fun and recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office today. Or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N.Y.

FLY THE FINEST

FLY TWA

CALIFORNIA

Los Angeles continued

No. Mtg. Rms. & Capacity of Largest: 14 (2,000)
No. Banquet Rms. & Capacity of Largest: 14 (2,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10 per sq. ft.
Net Exhibit Space: 20,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, film projectors all types for rental
Stage: Available
Sports Facilities: Swimming, outting, badminton

The Biltmore

515 S. Olive (Phone: Michigan 1011)
Manager: James Sinclair
Mtg. Dir.: Edw. S. Bernard
Convention Season: All year except Dec. 30 to Jan. 2
Largest Group Accommodated: 1400 (600 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-11.00; Double: 9.50-14.00; Suites: 17.00-32.00
No. Mtg. Rms. & Capacity of Largest: 11 (1,200)
No. Banquet Rms. & Capacity of Largest: 14 (1,200)
Group Meal Rates: Breakfast: 2.00 up; Lunch: 2.50 up; Dinner: 3.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None, if headquarters
Charges for Exhibit Areas: 20.00 to 400.00, depending on size
Net Exhibit Space: 23,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Beach and golf

Chapman Park Hotel and Bungalows

See Advertisement, Page 37

305 Wilshire Blvd. (Phone DUnkirk 4-1181)

Manager: Tom D. Miles
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 20 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 9.00-11.00; Double: 12.00-15.00; Suites: 18.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Private outdoor pool

Mayfair Hotel

See Advertisement, Page 42

1256 W. 7th St. (Phone: Dunkirk 4-4161; Telegraph DM-28395)
Manager: Carl Hudgens
Sales Manager: Robert Lubach
Convention Season: All year
Largest Group Accommodated: 400 (125 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00-9.00; Double: 8.00-12.00; Suites: 20.00-30.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (300)
No. Banquet Rms. & Capacity of Largest: 9 (300)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 and up
Charges for Exhibit Areas: 7.50 and up
Net Exhibit Space: 4,578 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

Sheraton-Town House (HSMA)

See Advertisement, Page 9

639 So. Commonwealth (Phone: DUnkirk 2-7171; Teletype: L.A. 52)
Manager: Edward J. Crowley
Sales Manager: Tom Browne
Convention Season: All year
Largest Group Accommodated: 90 (40 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-18.00; Double: 14.00-23.00; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner, 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, projectors (rental basis)
Stage: None available
Sports Facilities: Swimming, golf, tennis

Hotel Statler (HSMA)

See Advertisement, Page 18

930 Wilshire Blvd. (Phone: Madison 9-4321)
Manager: J. C. Meacham
Sales Manager: C. Thomas Barrett
Convention Season: All year
Largest Group Accommodated: 1,500 (1,275 rooms, 75 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-14.00; Double: 12.00-18.00; Suites: 22.00-36.00
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms. & Capacity of Largest: 15 (1,500)
Group Meal Rates: Breakfast: from 2.00; Lunch: from 2.50; Dinner: from 4.00
Liquor: Served in hotel
Net Exhibit Space: 8,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

MONTEREY

Railroads: So. Pac.
Airlines: SWA, VAL

The Casa Munras Hotel

See Advertisement, Page 37

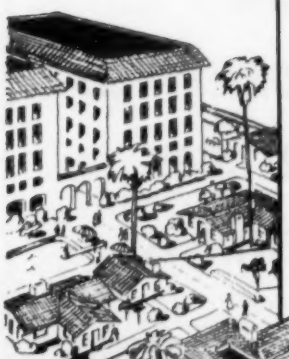
700 Munras Avenue (Phone: Frontier 5-2411)
Manager: Jack Dougherty
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 12 suites available)
Air Conditioning: Largest banquet and meeting rooms
Convention Rates: Single: 6.00-14.00; Double: 8.00-18.00; Suites: 26.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if rooms and meals at hotel
Net Exhibit Space: 1,200 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, blackboard, screen, lecturns
Stage: None available
Sports Facilities: Heated pool, beach, deep sea fishing, tennis, golf, riding

Coming to Los Angeles?

When you are planning a sales meeting or other conference in Los Angeles, you'll find our newly decorated rooms and suites are bargains in luxury. Also bungalows with or without kitchenettes.

Heated pool in 5 acres of magnificent gardens.

A variety of new meeting rooms accommodating 20 to 300 persons.



TOM D. MILES, Gen. Manager

Chapman Park
HOTEL and BUNGALOWS

3405 WILSHIRE Blvd.
LOS ANGELES
DUnkirk 4-1181

Monterey California's

MOST FAMOUS CONVENTION RESORT

CASA MUNRAS
Hotel and Cottages

- Swimming Pool
- Spacious Grounds
- Meeting Rooms
- Banquet Facilities
- New and Modern

125 Cottage Rooms; Facilities for 250 Guests; Dancing; Cocktail Lounges; Suites. Located in the Center of World Famed Monterey Peninsula, the West Coast's Favorite Year-Round Recreational Area. Recognized as One of California's Foremost Convention Resorts.

JACK DOUGHERTY, Owner

Write: Casa Munras Hotel, Monterey, California, for Brochure and Additional Information.

CALIFORNIA

Monterey continued

Mark Thomas' Inn at Del Monte
1300 Fremont St. (Phone: FRontier 2-8161)

Manager: J. Paul Jones
Convention Season: All year
Largest Group Accommodated: 116 (58 rooms available)
Convention Rates: Single: 8.00-12.00; Double: 12.00-16.00; Suites: 22.00-32.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.35-2.00; Dinner: 2.75-5.00
Liquor: Yes
Charges for Mtg. Rms.: None, when food or room facilities are used.
Charges for Exhibit Areas: None, when food or room facilities are used
Net Exhibit Space: 1,248 and 1,728 sq. ft., 2 separate bldgs., both ground floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming pool, tennis, golf course adjoining, horseback riding nearby

Hotel San Carlos
Franklin & Calle Principal (Phone: FRontier 5-2662)

Manager: Ed. McPhee, Jr.
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 6 suites available)
Convention Rates: Single: 5.50-8.00; Double: 7.50-12.00; Suites: 22.00-35.00
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None when headquarter hotel
Charges for Exhibit Areas: None when headquarter hotel
Net Exhibit Space: 4,000 sq. ft. all on one floor
Audio-Visual Aids: Screen, blackboard, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, tennis, horseback riding

OAKLAND

Railroads: So. Pac.; Santa Fe; W.P.; Sac. Nor
Airlines: TWA, WAL, SWA, AAL, CAL

AUDITORIUM

Oakland Municipal Auditorium-Arena
12th & Fallon Sts. (TE 2-3600, Ext. 386)

Manager: L. C. Lueddeke
Exhibits Areas: Arena, 17,000 sq. ft. hallway 6,000 sq. ft.; Exposition Building, 51,000 sq. ft.
Rental Fees and Services: $400 to $500 per day; full utilities, house electrician, janitor service
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 60 ft.
PA System: Swanson Sound
Dimensions, Opening to Exhibit Hall: 15 ft. by 15 ft.
Columns: None
Utilities: AC and DC current, drains, steam, gas, water
Loading Facilities: Outside loading dock, ramp to Arena
Storage Areas: Full basement
Meeting Rooms and Capacities: Theater, 2,000; Ballroom, 300; four hallways, 250 each
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Six blocks

Hotel Claremont
See Advertisement, Page 31
(See listing under Berkeley)

Hotel Leamington
19th and Franklin St. (Phone: HIgate 4-2525)

Manager: A. B. Turrill
Res. Manager: E. Boyd Lawrence
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 10 suites available)
Convention Rates: Single: 7.00-10.00; Double: 8.00-12.00; Suites: 15.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: from 7.50 to 150.00; no charge if headquarters
Charges for Exhibit Areas: No charge if headquarters
Net Exhibit Space: 8,000 sq. ft. on two floors, separate area
Audio-Visual Aids: PA system, blackboards, screens
Stage: Available
Sports Facilities: None

OJAI

Railroads: S. Pac

Ojai Valley Inn and Country Club
(Phone: Ojai 484)

Manager: Wm. G. Briggs
Convention Season: All year
Largest Group Accommodated: 80 (67 room)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 20.00; Double: 30.00; Suites: 32.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (110)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, 16mm sound projector screen and spotlights
Stage: Available
Sports Facilities: Golf, tennis, riding and swimming

PACIFIC GROVE

Railroads: So. Pac.

Asilomar Hotel and Conference Grounds

California's Ideal Conventionland

Personalized Service
Assures Successful
- **BUSINESS CONFERENCES**
- **SALES MEETINGS**
- **CONVENTIONS**

Write: **Monterey Peninsula Convention Bureau**
Dept. C, Box 489, Monterey, California
Telephone: FRontier 5-2252

CARMEL • CARMEL VALLEY
MONTEREY • PEBBLE BEACH

800 Asilomar Blvd. (Phone: FRontier 2-8016)

Manager: Mrs. Roma Philbrook
Convention Season: All year
Largest Group Accommodated: 450
No. Mtg. Rms. & Capacity of Largest: 1 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.25; Dinner: 2.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: None when hotel is headquarters
Charges for Exhibit Areas: None when hotel is headquarters
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Yes
Sports Facilities: 2 tennis courts, volley ball, soft ball, heated swimming pool, ping pong, pool tables, horseshoes

PALM SPRINGS

Railroads: So. Pac.
Airlines: WAL

CONVENTION BUREAU

Palm Springs Convention Bureau
Chamber of Commerce
Miss Roberta Nye, Manager

El Mirador Hotel (HSMA)

See Advertisement, Page 39

1150 N. Indian Ave. (Phone: Fairview 4-1141)
Res. Manager: Ted Ratcliff
Convention Season: Oct. to May
Largest Group Accommodated: 400 (200 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms and some bedrooms
Convention Rates: Single: 22.00-36.00; Parlor additional 20.00 over bedroom rate. American
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 day a booth
Net Exhibit Space: 2,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector
Stage: Available
Sports Facilities: Swimming, tennis, putting, badminton

Marion Davies' Desert Inn

153 No. Palm Canyon Drive (Phone: 2261)
Manager: Robert Taliaferro
Convention Season: Oct., Nov., Dec. and Jan.
Largest Group Accommodated: 200 (90 rooms, 9 suites available)
Convention Rates: Single: 10.00-16.00; Double: 14.00-20.00; Suites: 30.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, croquet, archery, tennis, swimming, riding, badminton, ping pong, shuffleboard

Palm Springs Biltmore Hotel

1000 E. Palm Canyon Drive (Phone: 2357)

Manager: Robert B. Levin
Sales Manager: Frank E. Cotter
Convention Season: All year, except Feb. 1 to Easter
Largest Group Accommodated: 150 (54 rooms, 19 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 20.00-24.00; (June thru Sept.). Single: 16.00-19.50; Double: 18.00-22.50; Suites: 28.00-32.00; (Oct. to Xmas). Single 20.00-24.00; Double: 22.00-30.00; Suites: 36.00-40.00; (Xmas to Feb. 1st). European Plan
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm and 16mm projector
Sports Facilities: Swimming, tennis, golf, horseback riding, ping pong, shuffleboard

The Pueblo

1983 N. Palm Canyon Drive (Phone: FAirview 5-2273)

Manager: Rich & Helen Leonard
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 15 suites available)
Air Conditioning: Yes
Convention Rates: Single: 12.00; Double: 20.00
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 4.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 600 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens, projectors
Stage: Yes
Sports Facilities: Tennis, golf, badminton, swimming, ping pong, horseback riding

PASADENA

Railroads: So. Pac.; Santa Fe; Pac. Elec.; U.P. Sys
Airlines: Served through Los Angeles

CONVENTION BUREAU

Convention & Visitors Information Bureau
Pasadena Chamber of Commerce
William Adams, II

AUDITORIUM

Pasadena Civic Auditorium

300 E. Green St., (SY 2-2616, Ext. 348)

Manager: Edward J. Allen
Exhibit Areas: Exhibition Hall, 16,895 sq. ft.
Floor Load: Average **Ventilation:** Blower
Rental Fees: Exhibition Hall, 8 AM-6 PM, $150—6 PM-12 M, 175; Auditorium, $200 and $300.
Ceiling Height: 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Truck ramp to entrance
Meeting rooms and Capacities: Main Auditorium, 3,000; 2 lecture halls, 150 and 500; 14 committee rooms
Facilities for Food Functions: Can seat 2,000 for banquet
Parking Facilities: 1,000 cars in adjoining lots
Distance from Business District: In center of business district

Are your conventions "at home" putting a damper on your salesmen?

It takes no more time or money to have an overseas convention by air...

For full info write:
Henry W. Beardsley, Pan American,
P. O. Box 1790, New York 17, N. Y.

SEE PAGE 2

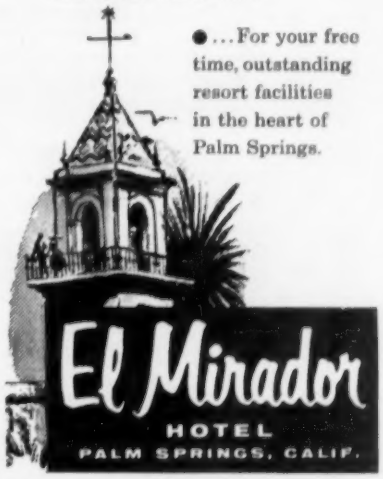
PAN AMERICAN
World's Most Experienced Airline

El Mirador

● ...cordially solicits your group meetings from 25 to 400.

● ...Adequate meeting, dining and conference rooms.

● ...For your free time, outstanding resort facilities in the heart of Palm Springs.



Contact:
TED RATCLIFF
Resident Manager

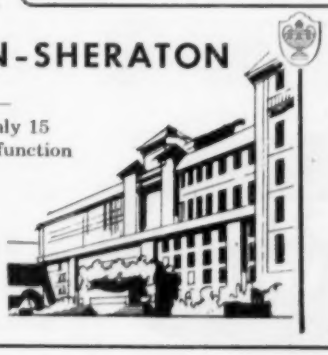
PASADENA, CALIF.

ANOTHER DISTINGUISHED SHERATON HOTEL

HUNTINGTON-SHERATON

A suburban resort hotel — downtown Los Angeles only 15 minutes away! Excellent function rooms. Entertainment. Swimming pool. Direct hourly service Airport.

Write or wire
S. W. Royce, *General Mgr.*
G. A. Whitcomb, *Sales Mgr.*
Huntington-Sheraton Hotel
Pasadena, Calif.



SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

CALIFORNIA

Pasadena continued

Hotel Green

See Advertisement, Page 16

50 E. Green St. (Phone: SYcamore 6-6141)
Manager: R. D. Schofield
Convention Season: All year, except Dec. 25 to Jan. 5
Largest Group Accommodated: 80 rooms summer months, 10 suites available; 25 rooms winter months
Air Conditioning: Banquet rooms only
Convention Rates: Single: 6.00-9.00; Double: 9.00-12.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: 15.00 to 50.00 per day
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool and shuffleboard

Huntington-Sheraton (HSMA)

See Advertisement, Peg 39

1401 South Oak Knoll (Phone: SY 2-0266)
Manager: Stephen W. Royce
Sales Manager: George A. Whitcomb
Convention Season: Jan. 3-30, Mar. 15-Dec. 15
Largest Group Accommodated: 450 (225 rooms, 30 suites available)
Air Conditioning: All banquet and meeting rooms, 100 bedrooms
Convention Rates: Single: 9.00-10.00; Double: 12.00-14.00; Suites: 26.00-30.00. European (For American plan 8.00 per day, per person additional)
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge with 50% housing for meeting
Charges for Exhibit Areas: 10.00 per day for exhibit unit
Net Exhibit Space: 7,500 sq. ft. on one floor, 7,500 sq. ft. additional area
Audio-Visual Aids: PA system, screens, 35mm standard projector only
Stage: Available
Sports Facilities: Swimming, tennis, badminton, golf, horseback riding

PEBBLE BEACH

Railroads: S.P.
Airlines: Served through Monterey

Del Monte Lodge

(Phone: Mayfair 4-3811)
Manager: Wm. H. Hubbard
Convention Season: Sept. 15 to July 1
Largest Group Accommodated: 150 (90 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 17.00 to 33.00; Double: 35.00 to 45.00; Suites: 53.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,736 sq. ft. on one floor
Audio-Visual Aids: PA system, 16mm and 35mm projectors and standard slide projector
Stage: Available
Sports Facilities: Golf, tennis, swimming pool, riding and skeet shooting

RICHARDSON SPRINGS

Railroads: So. Pac. (4 miles from Richardson)
Airlines: SWA (depot in Chico—12 miles away)

Richardson Mineral Springs Hotel

(Phone: Richardson Springs 71)
Manager: Robert Minerich
Sales Manager: John Parks
Convention Season: April 1 to Nov. 1
Largest Group Accommodated: 300 (125 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 15.00; Double: 24.00; Suites: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm movie and 35mm slide projector
Stage: Available
Sports Facilities: Swimming, tennis, bocci ball, golf, horseback riding

RIVERSIDE

Airlines: Bonanza
Railroads: Santa Fe, U.P.

CONVENTION BUREAU

Riverside Convention Bureau
Chamber of Commerce
E. M. Barker, Convention Manager

Mission Inn

See Advertisement, Page 41

For service that's different...

Western's celebrated "Champagne Flights" are America's smartest air service . . . reserved seats, gourmet dining, vintage champagne and orchids for the ladies!

to Convention Cities that are different

Las Vegas • Reno • Palm Springs • Los Angeles • San Francisco
San Diego • Seattle • Portland •
Salt Lake City • Denver •
Minneapolis-St. Paul

Write...

Convention Department
6060 Avion Dr., Los Angeles 45, Calif.

WESTERN AIRLINES

3649 7th. St. (Phone—Overland 6-1000. Tel. same)
Manager: David A. Danolds
Convention Season: Spring and Fall
Largest Group Accommodated: 350 (175 rooms, 10 suites available)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 12.00; Double: 15.00; Suites: 25.00
No Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00
Charges for Exhibit Areas: 10.00 to 50.00
Net Exhibit Space: 8,100 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights and 35mm projector
Stage: Available
Sports Facilities: Swimming, golf and tennis

SACRAMENTO

Railroads: S. Pac.; W.P.; Sac. No.; C. Cal. I
Airlines: SWA, VAL

AUDITORIUM

Sacramento Memorial Auditorium

15th and I St. (GIlbert 2-5041)
Exhibit Areas: Basement, 1,000 sq. ft.; main floor, 9,000 sq. ft.; stage, 1,600 sq. ft.
Rental Fees and Services: $250 per day, includes janitor service heat, light
Ventilation: Circulating fans
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 6 ft. by 12 ft.; 6 ft. by 6 ft.
Elevators and Capacities: One, 3,000 lbs.
Columns: Main floor, none; basement, every 10 ft.
Utilities: AC current
Loading Facilities: Two platforms
Storage Areas: 1,000 sq. ft.
Meeting Rooms and Capacities: Main Auditorium, 5,000; Little Theatre, 300; five committee rooms seat 30-40 each
Facilities for Food Functions: None
Parking Facilities: Street parking and parking lot
Distance from Business District: Five blocks

El Rancho Sacramento

West Capitol Ave. (Phone: Hudson 1-3031)
Manager: Alfred Y. Barson
Sales Manager: Fred Cracchiolo
Convention Season: All year, except during State Fair in Sept.
Largest Group Accommodated: 300 (150 rooms and 12 suites available)
Convention Rates: Single: 6.00 to 10.00; Double: 7.50-12.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Rates for Meals: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,650 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, platform
Sports Facilities: Swimming pool, golf

Hotel Senator (HSMA)

See Advertisement, Page 16

12th & "L" Sts. (Phone: GIlbert 2-5081)
Manager: Henry L. Dienna
Sales Manager: W. J. Rogers
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 35 suites available)
Air Conditioning: Banquet and meeting rooms and 50% of bedrooms
Convention Rates: Single: 6.00-7.50; Double: 9.00-10.50; Suites: $25.00 up. European
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: According to convention
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: None

SAN BERNARDINO

Railroads: So. Pac.; Santa Fe; U.P.; P.E.
Airlines: Helicopter service from Los Angeles

Arrowhead Springs Hotel

See Advertisement, Page 41

P.O. Box 571 (Phone: Turner 21-221)
Manager: Charles Kern
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 10 suites available)
Air Conditioning: Most bedrooms and all banquet and meeting rooms
Convention Rates: Single: 10.00-20.00; Double: 14.00-24.00; European or American
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 800 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, riding, swimming (2 pools)

SAN DIEGO

Railroads: A.T. & S.Fe; S.D. & A.E.
Airlines: AAL, BAL, UAL, WAL

CONVENTION BUREAU

San Diego Convention & Tourist Bureau
924 Second Ave. (1)
Mitch Angus, Executive Manager

El Cortez Hotel

7th & Ash (Phone: BE 2-0161)
Manager: Carl P. Frank
Sales Manager: Howard Ebert
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-12.00; Double: 11.00-16.00; Suites: 18.00-30.00
No. Mtg. Rms. & Capacity of Largest: 7 (950)
No. Banquet Rms. & Capacity of Largest: 7 (950)
Group Meal Rates: Breakfast: 1.50-2.00; Lunch: 1.75-3.00; Dinner: 3.00-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None, if in meeting rooms
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens and blackboards
Stage: Available
Sports Facilities: Swimming in hotel, tennis, golf, sport fishing

Hotel San Diego

Broadway at State (Phone: BELmont 3-1221; Teletype #6318)
Manager: Norman Kaufmann
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms and some bedrooms
Convention Rates: Single: 6.00-8.00; Double: 6.00-12.00; Suites: 12.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,800 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Close to beaches and water sports

U. S. Grant

324 Broadway (Phone: Belmong 2-3121)
Gen. Manager: Carleton Lichty
Convention Season: All year
Largest Group Accommodated: 600 (500 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 9.00-13.00; Suites: 22.00-50.00
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: If trade exhibits
Net Exhibit Space: 100,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, large film projector
Stage: Available

SAN FRANCISCO

Railroads: S.P.; Santa Fe; W.P.; N.W.P.; P. & S.R.
Airlines: AAL, PAA, SWA, TWA, VAL, WAL

CONVENTION BUREAU

San Francisco Convention & Tourist Bureau
Exposition Auditorium (2)
W. G. Swanson, Vice President-Gen. Manager

AUDITORIUMS

Civic Auditorium

57 Grove St. (HEmlock 1-6352)

Manager: James T. Graham
Exhibit Areas: 90,000 sq. ft.
Rental Fees and Services: Based on character of event
Floor Load: Unlimited **Ventilation:** Mechanical
Ceiling Height: 70 ft. **P.A. System:** Available
Dimensions, Opening to Exhibit Hall: 23 ft. wide
Elevators and Capacities: One, 3,100 lbs.
Utilities: AC and DC current, water, gas sewage
Loading Facilities: Rear freight doors
Meeting Rooms and Capacities: 15 rooms seat from 30 to 9,000
Parking Facilities: Good
Distance from Business District: In business district

Cow Palace

(Phone: JUniper 4-2480)

Manager: Nye Wilson
Exhibit Areas: 298,006 sq. ft.; Arena and two wings 168,000 sq. ft. on one level
Rental Fees: Variable, no services included
Floor Load: Unlimited
Ventilation: Automatic
Ceiling Height: 104 ft. in Arena, 18 ft. in wings
PA System: Yes
Dimensions, Opening to Exhibit Hall: Arena, 13 ft., 8 inches; wings, 12 ft., 2 inches
Columns: None in Arena; 10 in. by 10 in. steel in wings, 20 ft. by 40 ft. spaces
Utilities: 1,750 KVA—three phase
Loading Facilities: Forklifts and docks on grounds; railroad siding ¾ mile away
Storage Areas: Unlimited under cover
Number of Mtg Rms. & Capacity: 6, 80' x 250' or divided
Facilities for Food Functions: Banquet for 4,000 in Arena, 4 Restaurants
Parking Facilities: 6,300 cars
Distance from Business District: 12 minutes from center city via freeway

Alexander Hamilton Hotel

631 O'Farrell St. (Phone: GRaystone 4-5500)

Manager: Thomas C. Marshall

DATES SETS BUT SITE UNDECIDED?

When you know ***when*** you want to meet but are not sure what hotels have your dates available for your group, check with ***Meeting-Site Service.*** This free service, operated by SALES MEETINGS, will check open dates for you and supply color brochures on hotels in the area in which you are interested.

For details, see Page 198

SWIG MANAGEMENT
YOUR CHOICE OF 4 GREAT HOTELS FOR $ALES MEETINGS IN THE WEST!

Fairmont HOTEL
SAN FRANCISCO, CALIFORNIA
The world's most enviable hotel location—high atop Nob Hill. 7 distinctively different dining rooms and bars, world famous entertainment. 19 meeting rooms seat up to 1000; room accommodations for 600. European Plan rates.

Antlers
COLORADO SPRINGS, COLO.
Completely modernized. Spectacular view of Pike's Peak—summer and winter sports center. Pool, golf, riding, nightly entertainment and dancing. Wonderful food in 4 new restaurants. Good air and rail transportation. Various meeting rooms seat up to 600; room accommodations for 450. Open all year. European Plan Rates.

Arrowhead Springs HOTEL & SPA
SAN BERNARDINO, CALIFORNIA
Complete freedom from distractions in a 2000-acre foothill estate, only an hour from Los Angeles. One of America's most beautifully appointed resorts. 2 swimming pools, golf nearby, tennis, etc. Various meeting rooms, including theatre. Accommodations for 300. Open all year. European Plan Rates. Natural Spring Caves and masseurs!

Mission Inn
RIVERSIDE, CALIFORNIA
Historic charm in a modern setting. Hotel completely modernized with distinguished food in beautiful new restaurants. 1 hour from Los Angeles and Palm Springs. Magnificent pool, golf, etc. 10 meeting rooms. Accommodations for 400. Open all year. European Plan Rates.

FOR FURTHER INFORMATION—
write the hotel direct or consult John A. Tetley Company, 3440 Wilshire Blvd., Los Angeles; phone: DUnkirk 8-1151; Fairmont Hotel, San Francisco, phone: DOuglas 2-2022; Leonard Hicks, Jr. & Associates, 505 North Michigan Avenue, Chicago 11, Ill. Phone MOhawk 4-5100.

Meeting in SAN FRANCISCO? Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

Unique in the west is the full range of convention facilities offered by Western Hotels, Inc., in 18 leading cities in the western United States, British Columbia and Hawaii.

Each of the 24 Western Hotels features well-planned meeting facilities and excellent personal accommodations. Service is efficient and hospitality genuinely warm.

Relatively new under the sun is the opportunity to convene in Hawaii, at the Hawaiian Village Hotel — where complete convention facilities are offered on Waikiki's finest beach.

Contact the manager of any Western Hotel for reservations and further information.

WESTERN HOTELS INCORPORATED

CALIFORNIA
San Francisco continued

Convention Season: All year
Largest Group Accommodated: 150 (80 rooms, 5 suites available)
Convention Rates: Single: 7.00-10.00; Double: 10.00-15.00; Suites: 16.00-30.00
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-40.00
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: All available at extra cost
Stage: Yes

Clift Hotel

499 Geary St. (Phone: Prospect 5-4700)
Manager: Dwight Hart, Jr.
Sales Manager: Jackson G. Parker
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms, 2 suites available)
Air Conditioning: Banquet and meeting rooms
No. Mtg. Rms. & Capacity of Largest: 5 (225)
No. Banquet Rms. & Capacity of Largest: 5 (225)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 to 50.00 daily
Audio-Visual Aids: PA system, spotlights
Stage: Available

Fairmont Hotel

See Advertisement, Page 41

Atop Nob Hill (Phone: DO 2-8800)
Manager: Richard L. Swig
Sales Manager: John Tetley Co.
Convention Season: All year
Largest Group Accommodated: 350 (165 rooms, 15 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 11.50-18.00; Double: 15.50-22.00; Suites: 29.00-67.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 20 (900)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 8,860 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

Hotel Mark Hopkins

See Advertisement, Page 23

Nob Hill (Phone: Exbrook 2-3434)

Manager: George D. Smith
Sales Manager: Harold F. Sands
Convention Season: All year
Largest Group Accommodated: 400 (135 rooms, 25 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 13.00 to 17.00; Double: 17.00 to 21.00; Suites: 28.00 to 60.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (800)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if hotel is convention headquarters
Charges for Exhibit Areas: Yes
Net Exhibit Space: 6,700 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Sheraton Palace Hotel (HSMA)

See Advertisement, Page 9

New Montgomery & Markets Sts. (Phone: Exbrook 2-8600)
Manager: Edward J. Crowley
Sales Manager: Paul Howell
Convention Season: All year
Largest Group Accommodated: 700 (200 rooms, 25 suites available)
Convention Rates: Single: from 8.85; Double: from 12.85; Suites: from 20.00
No. Mtg. Rms. & Capacity of Largest: 20 (800)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Group Meal Rates: Breakfast: from 2.75; Lunch: from 3.00; Dinner: from 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 1,000
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, closed-circuit TV
Stage: Available

St. Francis Hotel (HSMA)

See Advertisement, Page 42

333 Powell (Phone: YUkon 6-2131)
Managing Director: Dan E. London
Asst. Gen. Mgr.: David Plant
Convention Season: All year
Convention Rates: Single: from 10.00; Twins: from 15.00; Suites: from 25.00
No. Mtg. Rms. & Capacity of Largest: 25 (750)
No. Banquet Rms. & Capacity of Largest: 25 (750)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 12.50 to 250.00
Net Exhibit Space: 5,338 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, movie screens
Stage: Available

Sir Francis Drake

See Advertisement, Page 42

Powell at Sutter Streets (Phone: EXbrook 2-7755)
Gen. Manager: Edward C. Sequeira
Convention Season: All year
Largest Group Accommodated: (400 rooms). Number of sleeping rooms allotted depends on food and beverage functions assigned hotel
Convention Rates: Single: 9.00-14.00; Double: 11.00-20.00; Suites: 28.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.25 (plus 4% sales tax & gratuity)
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on number of banquet functions
Audio-Visual Aids: PA system, spotlights, podiums, blackboards, film projectors may be rented
Stage: Available
Sports Facilities: None

Hotel Whitcomb

8th & Market Sts. (Phone: UNderhill 1-9600)
Manager: Karl C. Weber
Convention Season: All year
Largest Group Accommodated: 250 (230 rooms, 15 suites available)
Convention Rates: Single: 6.00-9.00; Twin: 8.00-14.00; Suites: 15.00-36.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,200)
Group Meal Rates: Breakfast: 1.85; Lunch. 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 400.00
Charges for Exhibit Areas: 7.50 to 400.00
Net Exhibit Space: 21,060 sq. ft.
Audio-Visual Aids: PA system, blackboards, motion picture screen
Stage: Available

SAN JOSE

Railroads: So. Pac.; W.P.
Airlines: SWA

CONVENTION BUREAU

Convention & Tourist Bureau
Civic Auditorium Bldg. (13)
Henry M. Plymire, Manager

AUDITORIUM

Civic Auditorium

Market & San Carlos Sts. (Cy 2-3141, Ext. 107)
Manager: Francis F. Haney
Exhibit Areas: 14,000 sq. ft.
Rental Fees and Services: 10% of gross, no services
Floor Load: 100 per sq. ft.
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12-ft. door
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck-height loading zone
Storage Areas: 2,000 sq. ft.
Facilities for Food Functions: Concession and caterer
Parking Facilities: 800 cars
Distance from Business District: One block

Montgomery Hotel

211 S. First St. (Phone: CY 4-9404
Manager: Ralph Caldwell
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms available)
Convention Rates: Single: 3.50 to 7.00; Double: 4.00 to 10.00; Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 50c to 1.50; Lunch: 1.00 to 2.00; Dinner: 1.25 to 4.00

Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 1,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights

Hotel Saint Claire

See Advertisement, Page 135

Market & San Carlos (Phone: CY 5-2626)
Manager: R. D. Schofield
Sales Manager: Josephine LaMantia
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 9.00-14.00; Suites: 25.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if food is served
Charges for Exhibit Areas: No charge if food is served
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, wrestling, swimming

SANTA BARBARA

Railroads: So. Pac.
Airlines: SWA, UAL

CONVENTION BUREAU

Santa Barbara Convention Bureau
P.O. Box 299
Norine DeOrian, Manager

Hotel Carrillo

Carrilla & Chapala Sts. (Phone: WO 6-7161)

Manager: Pat Connolly
Convention Season: All year
Largest Group Accommodated: 256 (125 rooms, 6 suites available)
Air Conditioning: Banquet halls only
Convention Rates: Single: 6.50-12.00; Double: 7.50-16.00; Suites: 16.00-32.000
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 1.95
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None

Mar Monte

See Advertisement, Page 175

East Cabrillo Blvd. (Phone: 6-6121)
Manager: George C. Wilson
Convention Season: All year
Largest Group Accommodated: 200 (70 rooms, 4 suites available)
Convention Rates: Single: 8.00-10.00; Double: 10.00-12.00; Suites: 25.00-29.00. European (American if requested)
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 4,506 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Available
Sports Facilities: Swimming, golfing, riding, boating, Tennis, Cricket, fishing & hunting (in season)

Miramar Hotel (HSMA)

See Advertisement, Page 43

South Coast Hwy. (Phone: 9-2203)
Manager: W. P. Gawzner
Sales Manager: Ted Ahlstedt
Convention Season: All year except July and Aug.
Largest Group Accommodated: 300 (130 rooms)
Convention Rates: Single: 8.00; Double: 10.00; Suites: 14.00-25.00
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Group Meal Rates: Breakfast: .60-2.15; Lunch: 1.25-2.00; Dinner: 2.25-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,150 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Heated pool, tennis, golf, private beach, shuffleboard, ping pong, fishing, riding

Santa Barbara Biltmore and Cottages

(Phone: WOodland 9-2261)

Manager: Richard L. Benton
Sales Managers: Harry Westgate, Jr. and Jackson Parker
Convention Season: Sept. to June
Largest Group Accommodated: 260 (120 rooms, 12 suites available)
Convention Rates: Single: 9.00-22.00; Double: 11.00-25.00; Suites: 26.00-50.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 12,180 sq. ft. on one floor
Audio-Visual Aids: Two 35mm motion picture sound projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Putting course, tennis, shuffleboard, croquet, table tennis, badminton, horse shoes, riding, deep sea fishing, swimming, 2 golf courses nearby

SANTA CRUZ

Railroads: So. Pac.
Airlines: SWA

CONVENTION BUREAU

Santa Cruz Convention Bureau
Civic Auditorium
Mrs. Kay Dillon, Manager

Santa Cruz Civic Auditorium

Civic Center (Phone: GA 3-1214)

Manager: H. R. Judah
Exhibit Areas and Square Footage of Each: Main auditorium only 7,000 sq. ft.
Rental Fees and Services Included in Rent: Afternoon and evening $90.00
Floor Load: Unlimited **Ventilation:** Good
Ceiling Height: 40 ft. **PA System:** Yes
No. of Elevators: None
Columns, Location and Dimensions: None
Current and Utilities Available: Electric AC and gas
Loading Facilities: Ramp to stage door-two wide side entrances
Railroad Sidings: No
Number of Meeting Rooms and Capacities: 6 from 25 to 75 persons
Facilities for Food Functions: Kitchen for banquet of 720
Parking Facilities: Curb and lots—500 cars
Distance from Eusiness District: One block and a half

Hotel Casa del Rey

Cliff and Beach Sts. (Phone: 2400)
Manager: Harry A. Farros
Sales Manager: Sam Millard
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 15 suites available)
Convention Rates: Single: 5.00 to 17.00; Double: 8.00 to 10.00; Suites: 7.00 for parlor plus bedroom rate
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Group Meal Rates: Breakfast: from .75; Lunch: from .90; Dinner: from 1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms air cooled
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,000 sq. ft. on one floor
Other Equipment Available: PA System, spotlights, stage
Sports Facilities: Swimming, Tennis, Golf, Deep sea fishing

SANTA MONICA

Railroads: Pac. Elec.; So. Pac.
Airlines: Served through Los Angeles

CONVENTION BUREAU

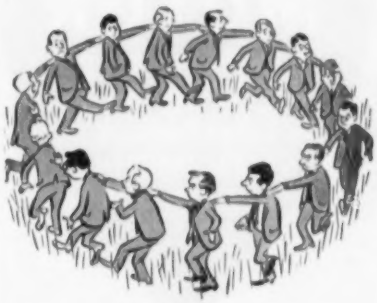
Santa Monica Convention Bureau
109 Santa Monica Blvd.
Homer F. Caswell, Manager

Hotel Miramar

Second & Wilshire (Phone: EXbrook 4-3731)

Manager: William W. Donnelly
Sales Manager: William W. Donnelly
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 8.00; Double: 13.00; Suites: 18.00 for 3, 20.00 for 4. European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)

Are your conventions in a domestic rut?



It takes no more time or money to have an overseas convention by air...

For full information write:
Henry W. Beardsley, Pan American,
P.O. Box 1790, New York 17, N.Y.

SEE PAGE 2

PAN AMERICAN
World's Most Experienced Airline

SANTA BARBARA

MIRAMAR
HOTEL RESORT

The Unique Combination For Business and Recreation

Unequalled for business meetings, large or small. 200 rooms in 21 garden acres by the sea. Just 90 miles from Los Angeles in suburban Montecito, five minutes from Santa Barbara.

New convention hall and meeting rooms with every modern facility, accommodate to 800 for meetings or dances, 575 for banquets. 3 banquet rooms, 7 meeting rooms. Every recreational facility. Private sandy ocean beach, heated swimming pool, tennis, golf and many others.

Special group rates on request. European plan. Your inquiry will receive the personal attention of—
William P. Gawzner, Manager

MIRAMAR
HOTEL RESORT
SANTA BARBARA
CALIFORNIA

MAKE IT A
MOTOR
HOTEL
CONFERENCE
SALES MEETING
CONVENTION

- Send for free brochure describing facilities for small conventions or business meetings at deluxe Motor Hotels throughout the United States and Canada.
- We book your meetings and handle reservations without charge.
- We furnish free Guidebooks listing better Motor Hotels coast to coast—location, facilities and rates.
- We make advance reservations for en route stops without charge.

Let us help you plan a successful meeting in the quiet, luxurious surroundings of America's finest Motor Hotels. Convenient to recreation facilities; restaurants, swimming pools, meeting rooms of all types and sizes. No downtown distractions.

WRITE TO

Motor Hotel Convention Bureau
2503 Santa Monica Boulevard
Santa Monica
California

Member CONGRESS OF MOTOR HOTELS

Affiliated with the Congress of Motor Hotels

the Diners' Club

CALIFORNIA

Santa Monica continued

No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.50 (plus tax & tip)
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters in hotel
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm film projector
Stage: Available
Sports Facilities: Heated swimming pool on grounds

YOSEMITE NATIONAL PARK

Railroads: S. Pac.; Santa Fe; West Pac.; Yosemite Transportation System
Airlines: United to Merced

The Ahwahnee

(Phone: FRontier 2-4411)
Manager: Stuart Cross
Sales Manager: George H. Oliver
Convention Season: Sept. to June 1
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Convention Rates: Single: 23.00-24.00; Double: 34.00-36.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 7,780 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm slide, 2x2 slide, 16mm projector
Stage: Available
Sports Facilities: Horseback riding, golf, tennis, swimming, hiking, bicycling

Meeting in DENVER?
Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

COLORADO

COLORADO SPRINGS

Railroads: D. & R.G.W.; A.T. & S.F., Col. & So.; C.R.I. & P.; M.T.
Airlines: BNF, CEN, CAL

Antlers Hotel

See Advertisement, Page 41

Pikes Peak & Cascade Ave. (Phone: Melrose 2-2661; Telegraph: Antlers)
Manager: E. V. "Mike" Cobb
Convention Season: All year
Largest Group Accommodated: 650 (325 rooms, 40 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Oct. to June—Single: 8.00-12.00; Double: 18.00; Suites: 35.00; July to Sept.—Single: 14.00-17.00; Double: 35.00; Suites: 35.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,698 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, all sizes and types of film projectors
Stage: Available
Sports Facilities: Winter and summer sports

Broadmoor Hotel

(Phone: Melrose 4-7711)
Manager: William B. Hall
Sales Manager: John M. Haymes
Convention Season: September to July
Largest Group Accommodated: 460 (200 rooms, 30 suites available)
Convention Rates: Single: 10.00-19.00; Double: 17.00-31.00; Suites: 23.00-47.00
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,150 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 35mm film projector
Stage: Available

DENVER

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.
Airlines: BNF, CEN, CAL, FAL, TWA, VAL, WAL

CONVENTION BUREAU

Denver Convention & Visitors Bureau
225 W. Colfax Ave. (2)
Clarence N. Hockom, Manager

AUDITORIUM

City Auditorium

14th and Curtis Sts. (ALpine 5-8864)
Manager: Michael Livoda
Exhibit Areas: Convention Arena floor, 20,000 sq. ft.; Promenade, 2,000 sq. ft.; Remodeled theatre available December, 1956
Rental Fees and Services: Rent is free; payment only for services. If exhibit space is sold, charge is $.15 per sq. ft. of net space or cost of basic services—whichever is greater.
Floor Load: Exhibition Hall, unlimited; Arena Level, 100 lbs. per sq. ft.
P. A. System. Available in Auditorium, Arena
Ceiling Height: Exhibition Hall, 12.5 ft.; Arena, 80 ft.
Dimensions, Openings to Exhibit Hall: 14.4 ft. wide by 11 ft. high
Elevators and Capacities: One service elevator, 12 ft. long by 6 ft. wide, 75 lbs. per sq. ft. load limit
Columns: In Exhibition Hall
Utilities: AC any voltage, water, drains, gas
Loading Facilities: Ramps
Storage Areas: Ample
Meeting Rooms and Capacities: Nine meeting rooms seat from 60 to 120; Arena, seats 5,588
Facilities for Food Functions and Banquet Capacity: Catering kitchen can handle banquet for 2,000
Parking Facilities: Three large lots adjacent to building

Denver Coliseum
46th Ave. and 44th St. (MAin 3-4820)
Manager: Michael Livode
Exhibit Areas: Arena, 25,000 sq. ft.; Promenade, 10,000 sq. ft.; Basement 6,000 sq. ft.
Rental Fees: On application
Floor Load: Unlimited
Ventilation: Roof exhaust blowers
Ceiling Height: 87 ft.
P. A. System: Available
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 11,433 seats (7,933 permanent)
Facilities for Food Functions and Banquet Capacity: Can handle 2,000
Parking Facilities: 2,500 cars
Distance from Business District: Two miles

Brown Palace Hotel (HSMA)
17th & Tremont (Phone: TA-5-3111)
Manager: Charles A. O'Toole
Convention Season: All year
Largest Group Accommodated: 200 (80 twins, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.50-25.00; Double: 13.00-25.00; Suites: 22.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf (municipal course nearby)

The Cosmopolitan Western Hotel (HSMA)

See Advertisement, Page 42
18th & Broadway (Phone: Main 3-2181; Telegraph: FKJ)
Manager: Tom Lee
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 7.50-13.00; Double: 12.00-19.00; Suites: 21.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (900)
No. Banquet Rms. & Capacity of Largest: 11 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00-200.00
Charges for Exhibit Areas: 15.00-200.00
Net Exhibit Space: 800 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlight, movie screen
Stage: Available

Hotel Park-Lane

See Advertisement, Page 135
450 S. Marion St. (Phone: Pearl 3-4611)
Manager: M. J. Frampton
Sales Manager: Ray E. Baker
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, 90% of bedrooms
Convention Rates: Single: 10.00; Double: 14.00; Suites: 25.00 up. European
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Outdoor Swimming pool, golf

ESTES PARK

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D & R.G.W.; U.P.—all to Denver
Airlines: UAL, BNF, WAL, CAL—all to Denver

Stanley Hotel

See Advertisement, Page 45
(Phone: 23)
Manager: Bob Dean
Convention Season: June 1-Sept. 15
Largest Group Accommodated: 400 (175 rooms, 8 suites available)
Convention Rates: Single: 22.00-42.00; Double: 34.00; Suites: 44.00-60.00. American
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm and 35mm projectors, screens
Stage: Available
Sports Facilities: Swimming pool, golf, riding, shuffleboard, ping pong

CONNECTICUT

GROTON

Railroads: PRR; N.Y., N.H. & H.
Airlines: NEA

Griswold Hotel & Country Club
Eastern Point (Phone: Hilltop 5-9701; N.Y.C. Office: CI: 5-6374)
Manager: Morton A. Mencher
Sales Manager: Maurice Pfunsich
Convention Season: June, July, Aug., Sept.
Largest Group Accommodated: 700 (350 rooms)
Convention Rates: Single: 16.00-18.000; Double: 30.00-32.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00-6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 per exhibit a day
Net Exhibit Space: 8,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, film projectors on rental basis
Stage: Available
Sports Facilities: Golf, swimming pool, Tennis, badminton, horseshoes, fishing, boating, ping pong, softball

HARTFORD

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL, NEA, TWA, UAL

Hotel Bond

See Advertisement, Page 135
338 Asylum St. (Phone: Jackson 7-3231)
Manager: G. R. Davies
Sales Manager: Arthur Hewson
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 5 suites available)
Air Conditioning: 10 small banquet rooms, 100 bedrooms
Convention Rates: Single: 5.00-8.50; Double: 7.50-13.00; Suites: 17.50-31.50. European
No. Mtg. Rms. & Capacity of Largest: 12 (350)
No. Banquet Rms. & Capacity of Largest: 12 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 150.00
Charges for Exhibit Areas: 5.00 to 150.00
Net Exhibit Space: 12,285 sq. ft.
Audio-Visual Aids: PA system, movie screen
Stage: Available

Hotel Statler (HSMA)

See Advertisement, Page 18
10 Ford St. (Phone: CHapel 9-5611)
Manager: F. P. Morse
Sales Manager: John R. Trippe
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 14 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Net Exhibit Space: 7,836 sq. ft. one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf nearby

MOODUS

Railroads: N.Y., N.H. H

Banner Lodge

(Phone: TRiangle 3-8652)
Manager: Jack Banner
Sales Manager: Irving Levowitz
Convention Season: May 28-Sept. 15
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: 15.00 per day plus 15% for tax and gratuities
No. Mtg. Rms. & Capacity of Largest: 2 (600)
No. Banquet Rms. & Capacity of Largest: 1 (600)
Group Meal Rates: Lunch: 3.50; Dinner: 5.00
Liquor: Available locally
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: Slide and motion picture projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, 2 softball diamonds, 8 clay tennis courts, volleyball courts, handball courts, golf driving range, archery range, private lake, boating and water skeeters, basketball court

NEW HAVEN

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL

AUDITORIUM

New Haven Arena
26 Grove St. (LOcust 2-3123)
Manager: Nathan Podoloff

The "New"
STANLEY RESORT
ESTES PARK, COLORADO
CONVENTION FACILITIES

Casino Auditorium: 42 x 66 plus balcony and theatrical stage, 15 x 24. Seats 500.
Maxwell Room: 65 x 80. Banquet and dining facilities for 450. PA system, stage, service bar.

OTHER SPECIAL ROOMS INCLUDE

Music Room: 40 x 40. Seats 140.
Pinon Room: 40 x 27. Seats 140.
Roundup Room: 17 x 40. Seats 100.
Manor West Lounge: 32 x 32. Seats 140.
Manor East Lounge: 32 x 32. Seats 140.
Ranch Room: 32 x 25. Seats 100.

"Extras" Included in American Plan

Square dancing . . . chuck wagon dinners . . . ladies luncheons . . . pool . . . swimming . . . nightly entertainment and dancing . . . admission to world famous Lariat Lounge . . . croquet . . . horseshoes . . . putting . . . tennis . . . children's playground with supervision . . . ping pong . . . billiards . . . bingo . . . card games . . . fashion shows.

Horseback riding, tours of National Park, golf, boating and fishing available at reasonable rates.

Estes Park 'Phone 23
Chicago 'Phone MOhawk 4-5100
Teletype No. CG-1264

CONNECTICUT

New Haven continued

Exhibit Areas: Main floor, 16,000 sq. ft.; mezzanine, 4,000 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: 250 lbs. per sq. ft., main floor; 100 lbs. per sq. ft. mezzanine
Ventilation: Exhaust fans
Ceiling Height: 35 ft.
P. A. Systems: Altec
Dimension Opening to Exhibit Hall: 12 ft. 9 in. by 12 ft. 5 in.
Columns: None
Utilities: 110-220 single and 3-phase current
Loading Facilities: Loading platforms, forklift equipment
Storage Areas: 10,000 sq. ft. adjacent
Meeting Rooms and Capacities: Ten rooms, up to 50 each
Facilities for Food Functions and Banquet Capacity: Caterers can serve up to 1,500
Parking Facilities: Garage in building, nearby lots
Distance from Business District: Three blocks

Taft Hotel

81 College St. (Phone: STate 7-1121)

Manager: Craig LeVin
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 6 suites available)
Air Conditioning: Banquets and meeting rooms
Convention Rates: Single: 5.00-8.50; Double: 10.00-13.00; Suites: 20.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.50; Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports facilities: Swimming, golf, boating

NEW LONDON

Railroads: N.U., N.H. & H.; Cent. Vt.
Airlines: NEA

Mohican Hotel

281 State St. (Phone: GIbson 3-4341)

Manager: E. T. Lemonis
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 20 suite available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 3.50-6.00; Double: 6.50-12.00; Suites: 12.00-15.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 4 (275)
Group Meal Rates: Breakfast: .75; Lunch: 1.25; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Small platform

STAMFORD

Railroads: N.Y., N.H. & H.

Roger Smith Hotel

See Advertisement, Page 46

55 River Street (Phone: DAvis 3-2112)

Manager: Robert N. Wish
Convention Season: All year
Largest Group Accommodated: 200 (135 rooms available)
Air Conditioning: Banquet halls and some bedrooms
Convention Rates: Single: 7 to 10.50; Double: 10.00 to 13.50; Suites: 777
No. Mtg. Rms. & Capacity of Largest: 4 (120)
No. Banquet Rms. & Capacity of Largest: 4 (90)
Liquor: Yes
Charges for Mtg. Rms.: Available on request
Charges for Exhibit Areas: Available on request

WATERBURY

Railroads: N.Y., N.H. & H.

Roger Smith Hotel

See Advertisement, Page 46

30 W. Main St. (Phone: PL 3-2161)

Manager: Vincent Gerardi
Convention Season: All year
Largest Group Accommodated: 200 (160 rooms, no suites available)
Air Conditioning: Smaller banquet and meeting rooms, one-third bedrooms
Convention Rates: Single: 4.00-8.00; Double: 6.75-11.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 9 (325)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf one mile

DELAWARE

WILMINGTON

Railroads: Balt. & Ohio; Penna.; Reading
Airlines: AAA, AAL, EAL

Hotel DuPont (HSMA)

11th & Market Sts. (Phone: 6-8121)

Manager: J. D. LaMothe
Sales Manager: F. H. Colburn, Jr.
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 4 suites available)
Convention Rates: Single: 7.00 to 10.00; Double: 10.00 to 15.00; Suites: 25.00 to 35.00
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: from 1.50; Lunch: from 2.00; Dinner: from 3.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, suites and large twins
Charges for Mtg. Rms.: 3.00 to 125.00
Net Exhibit Space: 7,800 sq. ft.
Audio-Visual Aids: Sound projector, screen, PA system, spotlights
Stage: Available

DISTRICT OF COLUMBIA

WASHINGTON

Railroads: Penna.; Balt. & Ohio; Ches. & Ohio; R.F. & P.; So. Ry.
Airlines: AAA, A2L, BNF, CAP, DAL, EAL, NAL, EAL, AL, NEA, NWA, PAI, TWA, VAL

CONVENTION BUREAU

Greater National Capital Committee
1616 K. St., N.W. (6)
Clarence A. Arata, Manager

AUDITORIUM

National Guard Armory

See Advertisement, Page 47

2001 East Capitol St. (LIncoln 7-9077)

Manager: Arthur J. Bergman
Exhibit Areas: Main floor 76,000 sq. ft.; Lower-level 65,000 sq. ft.
Rental Fees and Services: Commercial, $1,000 per day, $5,000 per week; trade shows, $.15 per sq. ft. for exhibit area; services extra.
Floor Load: 400 lbs. per sq. ft.
Ventilation: 24 - 48 in. exhaust fans
Ceiling Height: 95 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 10 ft. 10 in. by 11 ft. 10 in.
Columns: None
Utilities: 208 and 120 single and 3-phase AC steam, gas water, air and drain lines
Loading Facilities: Drive in
Storage Areas: Basement 7,000 sq. ft.
Meeting Rooms and Capacities: 24, 100 persons, 3, 150 persons; 2, 300 persons; 3, 500 persons; 2 1,750 persons

THE MOST IMPORTANT PEOPLE IN THE WORLD

COME TO WASHINGTON, D.C.

. . . today's world capital . . .
and CONVENTION CAPITAL, TOO!

Day-in, day-out, influential people and dignitaries the world over arrive in Washington, D. C. For Washington is the crossroads of world activity, where today's news becomes tomorrow's history.

What better setting for your important convention? No other city offers you the distinctive advantages of Washington. Its impressive beauty, its superb accommodations, its magnificent monuments and sights assure added success for your next convention.

Plan your Convention in the SHOWPLACE of The Nation's Capital . . .
The D. C. National Guard Armory

LARGEST!

136,000 sq. feet! 76,000 square feet of unobstructed floor space on main level, 60,000 additional square feet on lower level.

Most Complete!

Fully equipped; ultra-modern facilities; expert convention staff; catering and restaurant service; drive-in facilities; 1,500-car parking area.

Most Convenient!

10 minutes from Capitol Hill; near government buildings, transportation terminals, business, hotels; direct public transportation.

FOR FREE COLORFUL BROCHURE, and further information, *write Arthur J. Bergman, Manager*

NATIONAL GUARD ARMORY

2001 EAST CAPITOL STREET • WASHINGTON 3, D. C.

DISTRICT OF COLUMBIA

continued

Facilities for Food Functions and Banquet Capacity: Facilities for banquets up to 5,000
Parking Facilities: 1,500 cars
Distance from Business District: Three miles

Uline Arena

3rd & M Sts., N.W. (Phone LI 7-5800)
Manager: Paul B. Rothgeb
Exhibit Areas: 20,000 sq. ft.
Rental Fees and Services: $750 per show, plus expenses
Floor Load: Unlimited
Ceiling Height: 40 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 50 ft. by 15 ft.
Columns: None
Loading Facilities: Trucks can drive into building; railroad siding next door
Storage Areas: Under Arena seating
Meeting Rooms and Capacities: 14 rooms, up to 50 people
Facilities for Food Functions: Banquet for 1,500
Distance from Business District: ½ mile

The Mayflower Hotel (HSMA)

See Advertisement, Page 134

Connecticut and DeSales St. N.W. (Phone: District 7-3000. Tel.: WA 359)
Manager: C. J. Mack
Sales Manager: Robert L. Pfeiffer
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-19.00; Double: 13.00-21.00; Suites: 25.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 17 (1100)
No. Banquet Rms. & Capacity of Largest: 17 (1,064)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 5.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on size of convention
Charges for Exhibit Areas: Depends on size of convention
Net Exhibit Space: 80,000 sq. ft.
Audio-Visual Aids: PA system, spotlight, blackboards, bulletin boards, movie screens
Stage: Available

SHERATON

SHERATON-PARK HOTEL

WASHINGTON'S LARGEST BANQUET ROOM IN WASHINGTON'S LARGEST HOTEL

Fabulous new Sheraton Hall, where a dinner for 2,000 or meeting for 3,000 can be held on one floor . . . while an exhibit of World Fair proportions is held on the floor below. Other convention facilities include seven function rooms accommodating from 50 to 800 people. Also, tennis courts, and a magnificent swimming pool. Sixteen-acre country club setting. Guest rooms air-conditioned. Free radio and TV.

1200 rooms

Foster H. Gurney, *General Manager* — Lewis M. Sherer, Jr., *Sales Manager*

SHERATON *the proudest name in* **HOTELS**

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

The Raleigh Hotel (HSMA)

See Advertisement, Page 135

12th & Penn Ave. (Phone: RE 7-0791)
Manager: Arthur A. Denterlein
Largest Group Accommodated: (300 rooms, 26 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-10.00; Double: 9.00-14.00; Suites: 25.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (325)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 up
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, screens
Stage: Available

Roosevelt Hotel

2101 16th St. N.W. (Phone: DE 2-0800)
Manager: James Rankin
Sales Manager: David Wilson
Convention Season: All year
Convention Season: All year
Largest Group Accommodated: 752 (376 rooms, 87 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-18.00; Double: 10.00-18.00; Suites: 18.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.50;
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.75
Liquor: Served in hotel
Net Exhibit Space: 1,500 sq. ft. on one floor separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

Roger Smith Hotel

See Advertisement, Page 50

Penn. Ave. at 18th St., N.W. (Phone: National 8-2740)
Manager: Stanley Livingston
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Air Conditioning: Banquet halls and some bedrooms
Convention Rates: Single: 5.50 to 10.00; Double: 8.50 to 15.00
No. Mtg. Rms. & Capacity of Largest: 7 (175)
No. Banquet Rms. & Capacity of Largest: 7 (150)
Liquor: Yes
Charges for Mtg. Rms.: Available on request
Charges for Exhibit Areas: Available on request

Sheraton-Carlton (HSMA)

See Advertisement, Page 48

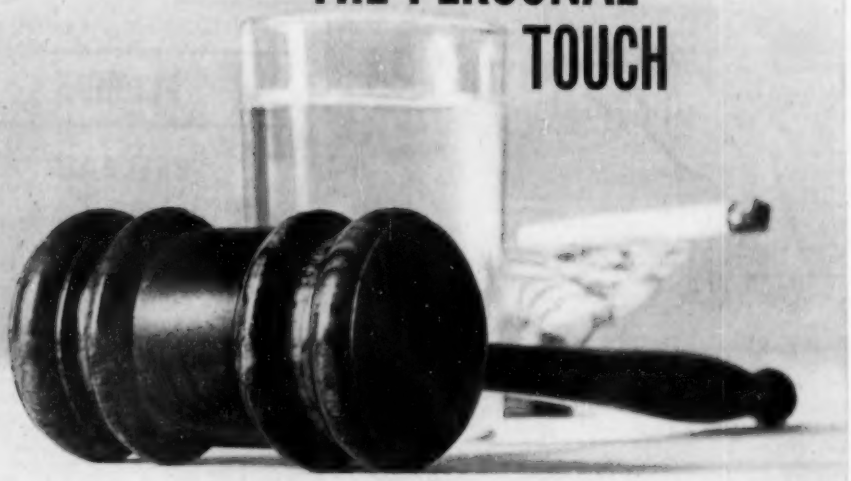
923 16th St. N.W. (Phone: Metropolitan 8-2626)
Manager: Edmond A. Rieder
Sales Manager: Mary Stuart Price
Convention Season: All year
Largest Group Accommodated: 50 (20 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-16.00; Double: 16.00-20.00; Suites: 3.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Nominal
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights

Sheraton-Park Hotel (HSMA)

See Advertisement, Page 48

2660 Woodley Rd. (Phone: Columbia 5-2000)
Manager: Foster H. Gurney
Sales Manager: Howard M. Jacobs
Convention Season: All year
Largest Group Accommodated: 1200 (425 rooms, 75 suites available)
Air Conditioning: Entire Hotel
Convention Rates: Single: 7.50-14.00; Double: 11.00-16.00
No. Mtg. Rms. & Capacity of Largest: 8 (3,000)

53 GROUPS WHO ENJOYED THE PERSONAL TOUCH



The 53 outstanding groups listed to the right have discovered what makes a convention so memorable at Washington's Shoreham Hotel. It's our *personal* touch – the expert, *individual* service that we give every group, large or small.

You'll find no stiff rule-book attitude at the Shoreham. Whether you want to "move a wall" or change a salad, our convention manager and his staff are always ready to give you their *immediate* personal attention.

And we've the finest facilities for groups of every size: 17 meeting rooms accommodating any number from 35 to 1000 . . . banquet facilities for groups up to 750 . . . 600 beautiful air-conditioned guest rooms for conventions, accommodating 1200 persons . . . and Washington's largest hotel exhibit hall – 44,000 square feet of drive-in exhibit space. *For complete information and floor plans, write to John C. Egan, Sales Manager.*

The Shoreham Hotel

Independently owned and operated for more than 25 years

Connecticut Avenue at Calvert, Washington, D.C. • Adams 4-0700

A FEW OF THE ORGANIZATIONS WHO HELD THEIR CONVENTIONS AT THE SHOREHAM DURING 1956–57

ASSOCIATIONS

Air Force Association
American Academy of Occupational Medicine
American Booksellers Association
American Institute of Architects
American Institute of Industrial Engineers
American Physical Society
American Trucking Associations
Association of American Railroads
Credit Union National Association
Dairy Industries Supply Association
National Assn. of Bank Auditors & Comptrollers
National Assn. of Mutual Savings Banks
National Assn. of Plumbing Contractors
National Assn. of Radio & Television Broadcasters
National Assn. of Secondary School Principals
National Automobile Dealers Association
National Electrical Manufacturers Association
National Lumber Manufacturers Association
National Paint, Varnish & Lacquer Association
National Rifle Association
National Tank Manufacturers Association

INDUSTRY

Avon Products, Incorporated
Chevrolet Division, General Motors
The Coca-Cola Company
Continental Grain Company
Eagle-Picher Company
Esso Standard Oil Company
Fuller Brush Company
International Business Machines Corporation
Kraft Foods Company
Pepsi-Cola Company
Rolls-Royce and Bentley Motors
Timber Engineering Company
U. S. Gypsum Company
U. S. Rubber Company

INSURANCE

Aetna Life Insurance Company
Baltimore Life Insurance Co.
Berkshire Life Insurance Co.
Commonwealth Life Insurance Company
Crown Life Insurance Company
Equitable Life Assurance Society
Metropolitan Life Insurance Company
Peoples Life Insurance Company
Postal Life Insurance Company
Prudential Insurance Company of America

OTHER GROUPS

AFL-CIO
Citizens Committee for the Hoover Report
International Monetary Bank & International Monetary Fund
Robert Morris Associates
National Conference of Electric & Gas Utilities Accountants
National Industrial Stores
Tax Executives Institute
Telephone Pioneers of America

Meeting in WASHINGTON? Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

Washington's Largest Downtown Ballroom

Is now re-opened!

In addition to Washington's most spacious ballroom, there is the newly restored south ballroom—and nine additional meeting rooms—all air conditioned. Dining and bar facilities have been modernized and expanded. New adjacent garage facilities are available. All suites and bedrooms are air conditioned and furnished with radio and large screen television. Write for complete convention information.

Richard H. Nash
General Manager

Teletype WA-732
Telephone
NAtional 8-4420

AN ABBELL HOTEL

The WILLARD
Washington D.C.

14th Street and Pennsylvania Avenue, N. W.

DISTRICT OF COLUMBIA
continued

No. Banquet Rms. & Capacity of Largest: 8 (2,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 500.00 daily
Net Exhibit Space: 16,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, golf

The Shoreham Hotel
See Advertisement, Page 49

2500 Calvert St. (Phone: ADams 4-0700)
Sales Manager: Jack Egan
Convention Season: All year
Largest Group Accommodated: 900 (425 rooms, 65 suites available)
Air Conditioning: Eentire hotel
Convention Rates: Single: 8.00-9.00; Double: 13.00-14.00; Suites: 17.00 and 20.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (700)
Group Meal Rates: Breakfast: .75-1.25; Lunch: 1.90-2.50; Dinner: from 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. on two levels
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis nearby

Statler Hotel (HSMA)
See Advertisement, Page 18

16th & "K" Sts. N.W. (Phone: EX 3-1000)
Manager: Herbert C. Blunck
Sales Manager: James W. Fauquier
Convention Season: All year
Largest Group Accommodated: 1,390 (500 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-13.00; Double: 15.00-22.00; Suites: 35.00-43.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 11 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.25; Dinner: 5.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 500.00
Charges for Exhibit Areas: 100.00 to 500.00
Net Exhibit Space: 32,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Washington Hotel (HSMA)

15th St. & Pennsylvania Ave. N.W. (Phone: MEtropolitan 8-5900)
Manager: Reyburn Miller
Sales Manager: John R. Via
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-11.00; Double: 12.00-16.00; Suites: 24.00-44.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 6 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 200.00
Charges for Exhibit Areas: 10.00 to 200.00
Net Exhibit Space: 7,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

The Willard (HSMA)
See Advertisement, Page 50

14th St. & Penna Ave. N.W. (Phone: NAtional 8-4420)
Manager: Richard H. Nash
Sales Manager: Charles M. Adams
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-12.00; Double: 12.00-18.00; Suites: 22.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
No. Banquet Rms. & Capacity of Largest: 14 (900)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 450.00
Charges for Exhibit Areas: Percent of income
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

FLORIDA

BELLEAIR

Railroads: A.C.L.; S.A.L.
Airlines: Served through St. Petersburg

Belleview Biltmore
See Advertisement, Page 51

Belleair (Phone: Clearwater 3-2331)
Manager: Donald E. Church
Sales Manager: John J. Schantz
Convention Season: Jan. and from Mar. 30 to late April
Largest Group Accommodated: 600 (375 rooms, 15 suites available)
Air Conditioning: 2 banquet rooms
Convention Rates: Single: 20.00; Double: 34.00; Suites: 18.00 added to bedroom rate. American
No. Mtg. Rms. & Capacity of Largest: 6 (575)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Group Meal Rates: Breakfast: 2.00; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Only for extra electrical outlets & other equipment

Audio-Visual Aids: PA system, spotlight, 35mm and 16mm projectors
Stage: Available
Sports Facilities: Golf, tennis, private beach, private pool, shuffleboard, putting green

BOCA GRANDE

Railroads: SAL

Boca Grande Hotel

(Phone: 2701)

Manager: J. Newman Ruckle
Convention Season: All year
Largest Group Accommodated: 100 (105 rooms and 12 suites available)
Rates for Meals: Breakfast: to 1.75; Lunch: to 3.00; Dinner: to 4.75
Liquor: Served in hotel
Air Conditioning: Bedrooms
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: Spotlights
Sports Facilities: Swimming, shuffleboard, golf, fishing

BOCA RATON

Railroads: F.E.C.; S.A.L.

Boca Raton Hotel and Club (HSMA)

See Advertisement, Page 52

(Phone: Boca 5411)
Manager: Robert B. Leggett
Sales Manager: I. N. Parrish
Convention Season: All year, except February
Largest Group Accommodated: 750 (372 rooms, 28 suites available)
Air Conditioning: Some banquet and meeting rooms

Belleview Biltmore

The 1958 Season marks the opening of the newly enlarged Starlight Room, comfortably seating convention groups up to 600.

BELLEAIR, FLORIDA

More than the extensive convention facilities and ideal physical layout, it's the friendly spirit and old-fashioned hospitality that attract so many groups and conventions to the Belleview-Biltmore. Cheerful, efficient service from the moment you step across the threshold. Accommodations for groups up to 600. 36 holes of championship golf on the grounds. Complete Resort Facilities.

Groups from the following companies were recently entertained at The Belleview: Esso Standard Oil, Travelers Ins. Co., Beneficial Mgmnt. Co., Pure Oil Co., New York Life, Aetna Life, Northwestern Mutual Life, Ice Cream Mgrs. Assn., I.B.M., Amer. Dermatological Assn., Gen. Cable Co., Nat'l. Lumber Mfrs. Assn.

DON CHURCH, Manager

Business plans get better hearings in relaxing Florida

Conventions, sales meetings come off in smooth and sparkling style in Florida. For one thing, the fun of Florida always attracts the maximum attendance. There's more to do, more to see that more people like. Then, too, business and play are integrated with a minimum of difficulty. Florida's "close-in" recreational areas save you transportation worries. And many Florida cities and their associations have staffs of specialists to help you plan agendas for any type of meeting.

Free Color-Movie Aids

To help promote your Florida convention, we'll provide free color movies that tell the Florida story. Write for list and descriptions of films available. If you would like to have us put you in touch with possible convention sites, please so indicate, giving requirements as to number of persons, etc.

Just write (on business letterhead, please):
State of Florida, Room 1707-B
Commission Building, Tallahassee, Florida

Florida
YEAR 'ROUND LAND OF GOOD LIVING

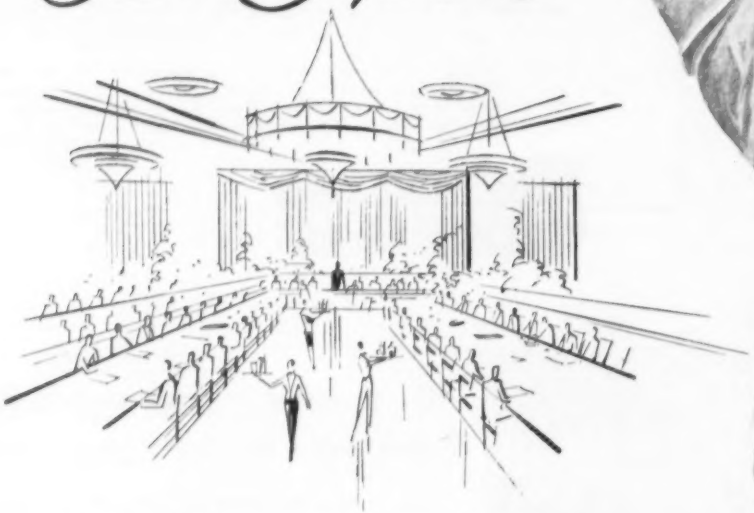
EXECUTIVES: For full story on Florida industrial advantages, write: Development Commission, Dept. T, on your business letterhead.

Conventions that end

with sweet success

start at

Boca Raton



We would like to show you the virtual "who's who" of great conventions held at Boca over the years and those which are already booked for the future —You will readily understand why, when you see Boca's great facilities which include an 18-hole championship golf course . . . and now another 9-hole course, one of the best in all the south . . . both at Boca's doorstep. **Slammin' Sam Snead** is our pro. Tennis courts, high-goal polo, swimming pools, mile-long beach, a smart cabana colony and Gulf Stream fishing. Meeting rooms of every size *and* a real theatre with full stage and screen facilities. Boca's services are smooth and our convention staff is expert in every convention function.

There is much more we'll be glad to tell you —just write for information to I. N. PARRISH, Convention Manager, Dept. B-1

Boca Raton

HOTEL and CLUB

BOCA RATON, FLORIDA • STUART L. MOORE, *President*

FLORIDA

Boca Raton continued

Convention Rates: Single: 25.00; Double: 40.00; Parlors: 25.00 (Peak season slightly higher) American
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 6 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10% of Gross
Net Exhibit Space: 10,793 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 35mm, 16mm and slide projector, blackboard, podiums
Stage: Available
Sports Facilities: Golf, tennis, swimming, shuffleboard, bowling-on-the-green, archery, croquet, trap & skeet shooting, water skiing, horseback riding, polo, deep sea fishing

CLEARWATER

Railroads: Atlantic Coast Line; Seaboard
Airlines: EAL, Mackey, NAL, TCA

CONVENTION BUREAU

Clearwater Convention Bureau
R. L. Hendershott, Director

AUDITORIUM

Municipal Auditorium

Pierce & Cleveland Sts. (Phone: 3-1241)

Manager: Edward Moore
Exhibit Areas: 10,080 sq. ft., 800 sq. ft., 400 sq. ft. 800 sq. ft., 400 sq. ft.
Rental Fees and Services: $150 per day includes light, heat and power
Floor Load: 50 tons
Ventilation: Exhaust fans
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. by 20 ft., 8 ft. by 8 ft.
Columns: None
Utilities: AC 110-220, gas water
Loading Facilities: Platform in rear, ground entrance in front
Storage Areas: 400 sq. ft
Meeting Rooms and Capacities: One, 1,200; two, 100 and 150
Facilities for Food Functions and Banquet Capacities: Can handle banquet for 1,000
Parking Facilities: 600-car lot
Distance from Business District: Two blocks

Ft. Harrison Hotel (HSMA)

S. Fort Harrison (Phone: 3-5061)
Manager: Edward Hunt
Sales Manager: Fran Cuthbertson
Convention Season: April through December
Largest Group Accommodated: 400 (200 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.00; Double: 9.00-12.00; Suites: 19.00-34.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (750)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.85; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 16mm film projector
Stage: Available
Sports Facilities: Golf, swimming, tennis, shuffleboard, fishing

DAYTONA BEACH

Railroads: F.E.C.
Airlines: EAL NAL

CONVENTION BUREAU

Daytona Beach Convention Bureau
533 Seabreeze Blvd.

AUDITORIUM

Peabody Auditorium

Bin G Peninsula Station (Phone 2-1441)

Manager: Henry Deverner
Exhibit Areas: Social Hall, 2,580 sq. ft.; lobby, 3,680 sq. ft.; stage, 3,920 sq. ft.
Rental Fees and Services: $300; janitor service, heat or air conditioning
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 13 ft.
P. A. System: Specially built, Stromberg & Altec
Dimensions, Opening to Exhibit Hall: 8 ft.
Columns: None
Utilities: AC current
Parking Facilities: Limited

Daytona Plaza Hotel (HSMA)

600 N. Atlantic Ave. (Phone: Clinton 2-4711; Telegraph: F.B.H.)
Manager: John E. Leonard
Sales Manager: John W. Callahan
Convention Season: All year except Feb. and Mar.
Largest Group Accommodated: 400 (200 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 12.00; Double: 22.00; Suites: 34.00, American (European: $7.00 single to $10.00 double)
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 50,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Pitch & putt course, 2 pools, shuffleboard, fishing, tennis, golf

Ellinor Village

626 S. Atlantic Ave. (Phone: CL 2-0431
Manager: E. B. McFarland
Sales Manager: Bob Sloan
Convention Season: All year except Feb., Mar., July
Largest Group Accommodated: 600 (300 rooms)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 9.00-14.00; Double: 5.00-7.00; Suites: 10.00-14.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound film projector
Stage: Available
Sports Facilities: Golf, swimming pool, tennis, shuffleboard, fishing, beach

Princess Issena Hotel

401 Seabreeze Blvd. (Phone: 7601)

General Manager: Timothy M. Hall
Convention Season: Apr., to Dec.
Largest Group Accommodated: 500 (200 rooms and six suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 7.00 to 9.00; Suites: 12.00 to 15.00, European. (Add 6.00 per person for American.)
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: from .50; Lunch: from 1.00; Dinner: from 2.25
Liquor: Served in hotel
Air Conditioning: Banquet, meeting rooms, 75% bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm projector with sound, PA system, spotlights
Stage: 30' x 20'
Sports Facilities: Pitch 'n putt, tennis, swimming, badminton

Riviera Hotel

U.S. Route 1 (Phone: Clinton 2-2534)

Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 10 suites available)
Convention Rates: Single: 4.00; Double: 6.00; Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: .40 to 1.00; Lunch: 1.00 to 1.50; Dinner: 1.75 to 3.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: No charge if hotel is convention headquarters
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, tennis

Do your conventions "at home" have that horse-and-buggy feeling?

It takes no more time or money to have an overseas convention by air...

For full information write:
Henry W. Beardsley, Pan American,
P.O. Box 1790, New York 17, N. Y.

SEE PAGE 2

PAN AMERICAN
World's Most Experienced Airline

YOU'LL GET
GREATER ATTENDANCE
AT FLORIDA'S
GREAT CONVENTION CITY
DAYTONA BEACH

★ Convention Planning "Know How."
★ Tropical Resort Relaxation.
★ Hotels and Apartments for 40,000.
★ Meeting Rooms for 50 to 1000.
★ Air-conditioned Auditorium Seating 2,500 . . . With Exhibit Space.

DAYTONA BEACH RECREATIONAL AREA
ORMOND BEACH - HOLLY HILL
SOUTH DAYTONA - PORT ORANGE

WRITE
CONVENTION BUREAU
CHAMBER OF COMMERCE
DAYTONA BEACH, FLORIDA

A Distinguished New Setting for Your Convention

OPENING NOVEMBER 1958

400 Acres of Resort Elegance Unsurpassed in All the World

Every facility for meetings from 10 to 1,000... 8 meeting rooms or combinations...550 Luxurious Guest Rooms...Tournament Golf Course... Championship Tennis Club...1,000 feet of Private Beach...Cabana Club...Yacht Basin... Garage for underground parking...Incomparable cuisine for banquets or dining 'round the clock...

Magnificent gardens...additional informality with individual, private parking at Diplomat West...2 coffee shops...3 swimming pools... supper club with entertainment by top names in show business...shopping plaza...located in an undisturbed 400 acre estate-setting—but just minutes from thoroughbred and greyhound racing...Jai Alai...and deep sea fishing in the blue waters of the Atlantic.

Write now for more information:

IRVING TILLIS
Director of Sales
Resident Manager

GEORGE E. FOX
Managing Director

World Capital of Distinguished Resort Luxury

the DIPLOMAT

HOTEL and COUNTRY CLUB

SPECIAL FACILITIES

Audio Equipment
Blackboards
Broadcast Equipment and Facilities
Display Panels
Easels
Exhibit Booths
Flags
Lecterns
Lighting Equipment
Print Shop
Projectors
Recorders
Record Players
Service Crew
Screens
Tables
Barber Shop
Beauty Salon
Cabanas
Shopping Promenade
Solaria (Men and Women's)
Special Service Manager
Steam Rooms
Valet Shop

Chicago Office:
Contact: Joe Daniels
Leonard Hicks, Jr., Inc.
505 North Michigan Avenue
Chicago 11, Illinois
Phone: MOhawk 4-5100 Teletype: CG 1264

Washington Office:
Contact: Warren Ericksen
Leonard Hicks, Jr. & Associates, Inc.
1145 — 19th St., N.W.
Washington 5, D. C.
Phone: EXecutive 3-6481 Teletype: WA 279

New York Office:
Contact: Hugh Stevens
Leonard Hicks, Jr. & Associates, Inc.
65 West 54th Street
New York 19, New York
Phone Circle 7-6940 Teletype: NY 1-425

Cleveland Office:
Contact: Warren Lewis
Leonard Hicks, Jr. & Associates
Hotel Cleveland
Cleveland 13, Ohio
Phone: PRospect 1-7827 Teletype: CV 203

ON THE OCEAN, HOLLYWOOD BEACH, FLORIDA

FLORIDA

continued

FORT LAUDERDALE

Railroads: F.E.C.; S.A.L.

AUDITORIUM

War Memorial Auditorium

Holiday Park-N.E. 8th St. (Phone: JAckson 3-2221)
Manager: William J. Eastman
Exhibit Areas and Square Footage of Each: 20,000 sq. ft. Main floor 12,000; side terrace about 8,000
Rental Fees and Services Included in Rent: In and out $150.00 per day—when show is open to public $300.00 per day plus whatever expenses you create. A charge is made for removing and replacing certain sections of ramps and seat ranging from $50.00 to $450.00 depending on space required.
Floor Load: Unlimited **Ventilation:** Fans
Ceiling Height: 39' **PA System:** Altec
Dimensions, Opening to Exhibit Hall: 16' x 16'
Columns, Location and Dimensions: None
Current and Utilities Available: 1,200 Amps 110v/220v 3 phase
Loading Facilities: Stage door truck height
Location, Size of Storage Areas: Limited when seats and ramps are out
Number of Meeting Rooms and Capacities: Private office facilities, two large chorus rooms approximately 50/60 capacity
Facilities for Food Functions: Caterer, banquet for 2,000
Distance from Business District: 2 miles
Parking Facilities: 1,000 cars, .25 charge

Galt Ocean Mile Hotel

See Advertisement, Page 55

Galt Ocean Blvd. (Phone: LOgan 6-2242)
Manager: Reginald G. Nefzger
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 500 (240 rooms, 10 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: Limited
Audio-Visual Aids: Can arrange rental of any equipment needed, PA system, spotlights
Stage: Yes
Sports Facilities: Ocean bathing, salt water pool, golfing, boating, deep sea fishing

GAINESVILLE

Railroads: A.C.L.; S.A.L.
Airlines: EAL

Hotel Thomas

615 N.E. 2nd St. (Phone: FR: 2-9501)
Manager: Phillip E. Thomas
Sales Manager: Mary Hesters
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 3.00-6.00; Double: 6.00-12.00; Suites: 12.00-15.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: .95; Lunch: not served; Dinner: $3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight

HOLLYWOOD

Railroads: F.E.C.; S.A.L.
Airlines: Served through Miami

Diplomat Hotel

See Advertisement, Page 54

Manager: George E. Fox
Sales Manager: Irving Tillis
Convention Season: April 15 to Dec. 15; Jan. 5 to Jan. 20
Largest Group Accommodated: 1,000
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 4 (750)
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft.
Sports Facilities: 18 hole golf course, tennis, 3 swimming pools, deep sea fishing

Hollywood Beach Hotel and Golf Club (HSMA)

See Advertisement, Page 56

(Phone: 2-1545)
Manager: John W. Tyler
Sales Mgr.: John Monahan
Convention Season: All year
Largest Group Accommodated: 950 (416 rooms, 32 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 20.00-25.00; Double: 32.00-40.00; Suites: 10.00-20.00 addt'l; 6/15 to 10/15: Single: 18.00-20.00; Double: 32.00-38.00; Suites: 10.00-20.00 addt'l; 10/15 to 6/15: Single: 20.00-25.00; Double: 38.00-40.00; Suites: 10.00-20.00 addt'l. American Plan
No. Mtg. Rms. & Capacity of Largest: 22 (2,000)
No. Banquet Rms. & Capacity of Largest: 4 (1,200)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Arranged
Net Exhibit Space: 14,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm and slide projectors
Stage: Available
Sports Facilities: Beach, pool, golf, tennis, racing, jai-alai, fishing

JACKSONVILLE

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla. Steamers from New York
Airlines: DAL, EAL, NAL, SOU

Hotel Robert Meyer

See Advertisement, Page 57

Manager: Robert Neighbors
Sales Manager: Gloria-Frary
Convention Season: All year
Largest Group Accommodated: 1,100 (550 rooms available)
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Mayflower Hotel

See Advertisement, Page 56

Julian and Bay (Phone: Elgin 5-7621)
Manager: William Nolting

discover

this

brand-new ocean beach hotel

for

your convention and group business!

ocean mile hotel

FORT LAUDERDALE, FLORIDA

250 ROOMS AND BATHS • ENTIRE HOTEL COMPLETELY AIR-CONDITIONED

MEETING AND BANQUET FACILITIES FOR 800

SALTWATER POOL • PRIVATE OCEAN BEACH

NEAR 18 HOLE GOLF CLUB

REGINALD G. NEFZGER, PRESIDENT AND GENERAL MANAGER

OPENING DECEMBER 1957

FLORIDA

Jacksonville continued

Sales Manager: Peter Niles
Convention Season: All year
Largest Group Accommodated: 425 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-7.50; Double: 9.00-14.00; Suites: 15.00-22.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (850)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: .85; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: no charge for conventions
Charges for Exhibit Areas: no charge for conventions
Net Exhibit Space: 6,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors
Stage: Not available
Sports Facilities: All nearby

Roosevelt Hotel (HSMA)

33 West Adams (Phone: Elgin 3-4092)
Manager: Robert B. Neighbors
Sales Manager: Gloria M. Frary
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 35 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 8.50-14.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: None
Net Exhibit Space: 8,976 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: None, 15 minutes to beach

Seminole (HSMA)

21 Hogan St. (Phone: EL 6-6952)
Manager: William B. Pfeiffer
Sales Manager: J. Paul Delgado
Convention Season: All year
Largest Group Accommodated: 375 (175 rooms, 2 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 8.00-12.00; Suites: 15.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.00 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: None if convention headquarters
Net Exhibit Space: 4,540 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Two municipal golf courses, beaches 18 miles

George Washington

See Advertisement, Page 56

Julia and Adams (Phone: Elgin 5-8811)
Manager: Arthur Kloeppel
Sales Manager: Peter Niles
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-10.00; Double: 10.00-15.00; Suites: 25.00-38.00, European
No. Mtg. Rms. & Capacity of Largest: 13 (2,000)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: no charge for conventions
Charges for Exhibit Areas: no charge for conventions
Net Exhibit Space: 5,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, film projectors all sizes & types
Stage: Available

ONE OF A SERIES:

THE *Hollywood Beach* salutes

GEO. GARVIN BROWN

President

BROWN-FORMAN DISTILLERS CORPORATION

Geo. Garvin Brown is policy-maker for the world's leading independent in the distilled spirits industry, producers of Old Forester Bottled-in-Bond Bourbon and other quality products.

He joined the firm as assistant secretary in 1933, and after 18 years at various positions was elected president. In that capacity he has become a respected leader in his industry and has been responsible in large measure for his company's fine reputation.

In 1956, Brown-Forman Distillers held its annual board meeting at the HOLLYWOOD BEACH HOTEL and will return in January 1958.

Hollywood Beach

HOTEL/GOLF CLUB
HOLLYWOOD/FLORIDA

New York Office: MU 8-6667 • Chicago Office: SU 7-1563

BEN TOBIN, Pres. • JOHN TYLER, Gen'l Mgr. • JOHN MONAHAN, Gen'l Sales Mgr.

FLORIDA'S
FAMOUS FIVE
KLOEPPEL HOTELS
IN FLORIDA'S FIRST CITY

JACKSONVILLE
800 Air Conditioned Rooms with Free Radio, TV

GEORGE WASHINGTON
MAYFLOWER, JEFFERSON HOTEL
MEETING ROOMS FOR 20 to 2,000

In Florida's First Resort City

WEST PALM BEACH
500 Air Conditioned Rooms with Free Radio, TV

GEORGE WASHINGTON—PENNSYLVANIA
MEETING ROOMS FOR 20 to 1,000

- Complete Convention Facilities
- Convention Planning "Know-How"
- Assistance of Trained Hotel and Convention Bureau Personnel
- Only Minutes to World's Finest Beaches, Golf Courses and Historical Points of Interest.
- Special "Package Planned" Conventions made to order.

WRITE
PETER NILES, Convention Mgr.
GEORGE WASHINGTON HOTEL
JACKSONVILLE 2, FLA.
OR CALL EL 5-8811

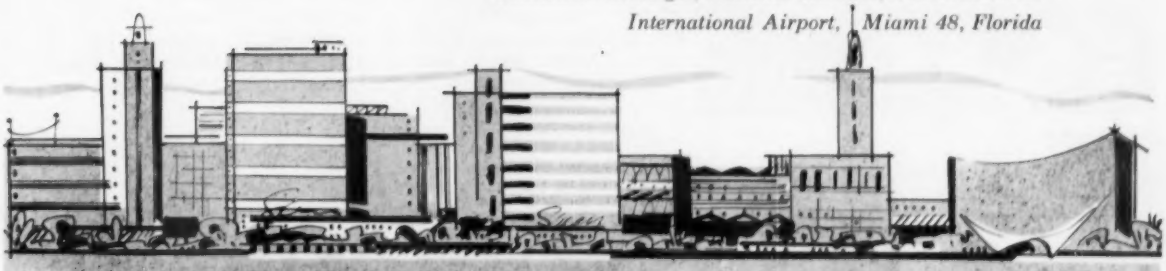
MIAMI'S THE PLACE . . . NATIONAL'S THE WAY . . .

For Facilities and Accommodations at their best . . . Meet in Miami

Whether your convention needs are for 100 or 10,000 —Greater Miami's hotels, motels, auditoriums, restaurants and *special know-how* are at your service . . . anytime of the year. And the finest way to get there is by National Airlines.

Trained personnel will help you in all phases of your transportation planning. Call any National Airlines ticket office for information or write or wire . . .

Convention Manager, National Airlines, P.O. Box NAL
International Airport, Miami 48, Florida



FLY NATIONAL AIRLINE OF THE STARS

KEY WEST

Airlines: NAL, QA

Casa Marina Hotel

Reynolds & Flager Sts. (Phone: Cypress 6-2451)
Manager: Jack Alpin
Sales Manager: Madeline Bell
Convention Season: January, March, April
Largest Group Accommodated: 300 (140 rooms, 10 suites available)
Air Conditioning: Some sleeping rooms
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: Movie projector & screen, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pools, private fishing pier, tennis, golf, shuffleboard, ping pong, badminton

MIAMI

Railroads: F.E.C.; S.A.L.
Airlines: APA, AVENSA, AVN, GU, BOAC, BNF, BWIA, CDA, CINTA, CUBANA, DAL, EAL, GUEST, KLM, LACSA, LAV, MACKEY, NAL, NEA, PAA, REAL, TAN

CONVENTION BUREAU

City of Miami Convention Bureau
320 N.E. 5th St. (32)
Desmond Kelly, Convention Manager

AUDITORIUMS

Municipal Auditorium

320 N. E. 5th St. (Phone FR 1-7411)
Manager: Miss Elizabeth Bush
Exhibit Areas: 20,000 sq. ft.
Rental Fees: Based on square food used for exhibits, or minimum rental.
Floor Load: Unlimited. **Ventilation:** Air conditioned
Ceiling Height: 15 to 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 12 ft. wide, 14 ft. high; 12 ft. wide, 10 ft. high
Storage Areas: Limited
Meeting Rooms and Capacities: Depends upon amount of exhibit space used

Dinner Key Exposition Building

Dinner Key Drive (Phone: 83-4211)
Manager: Walter Clewis, Jr.
Exhibit Areas: 92,000 sq. ft.
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Exhaust fans
Ceiling Height: 12 ft. to 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Street level, 50 ft. wide, 30 ft. high
Columns, Locations and Dimensions: One in center of building, 20 ft. by 20 ft.
Utilities: Electricity, water
Loading Facilities: Fork lift truck
Storage Areas: 34 ft. by 90 ft. by 15 ft. in rear of building
Meeting Rooms and Capacities: 3 rooms for 100, 200, and 1,200 persons
Capacities: Can handle banquet up to 4,000
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Dade County Auditorium

2901 W. Glagler St. (Phone: Highland 8-5948)
Manager: Ralph Gilman
Exhibit Areas: None
Rental Fees: $150, afternoon; $200, evening
Ventilation: Centrifugal air conditioning
P. A. System: Available
Meeting Rooms and Capacities: Auditorium seats 2,500
Parking Facilities: 859 cars
Distance from Business District: Two miles

Biscayne Terrace Hotel

See Advertisement, Page 16

340 Biscayne Blvd. (Phone: FRanklin 9-3792)
General Manager: Frank E. Flynn
Convention Season: All year, except Feb.
Largest Group Accommodated: 500 (200 rooms including 20 suites available)
Convention Rates: April 1 to Dec. 31—Single: 4.00-13.00; Double: 6.00-19.00; Suites: 16.00-35.00. Jan. 1 to Mar. 31—Single: 5.00—17.00; Double: 9.00—23.00; Suites: 26.00—55.00. European
No. Mtg. Rms. & Capacity of Largest: 19 (850)
No. Banquet Rms. & Capacity of Largest: 19 (850)
Rates for Meals: Breakfast: 1.50; Lunch: 1.75; Dinner: from 3.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if hotel is headquarters
Audio-Visual Aids: PA system, spotlights, projector
Stage: Yes

The Columbus (HSMA)

N. E. First St. and Biscayne Blvd. (Phone: FR 3-2671)
Manager: A. L. Feenan
Sales Manager: Robert H. Smith
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 250 (135 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: May 15-Dec. 15: Single: 7.00-15.00; Double: 9.00-20.00; Suites: 30.00-40.00; Dec. 15 to May 15; Single: 10.00-28.00; Double: 14.00-30.00; Suites: 50.00-75.00. European plan.
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: None if headquarters
Net Exhibit Space: 7,820 sq. ft.
Audio-Visual Aids: PA system, film projectors on rental basis
Stage: Available

FLY EASTERN to your convention
or sales meeting in **FLORIDA**

- Eastern offers more flights to and from Florida than all other domestic airlines combined.
- Only Eastern offers Golden Falcon service...fly radar-equipped DC-7B's and Super-G Constellations...world's smoothest, quietest, most luxurious airliners!
- Let Eastern help you plan a post-convention side trip to Puerto Rico, Mexico, Virgin Islands, Bermuda, Nassau or Havana. Leaders of groups of fifteen or more are our guests.

For full details, write or call Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, New York, or your local Eastern Air Lines office.

FLY WITH CONFIDENCE
EASTERN AIR LINES

95% OF THE NATION'S CONVENTIONS ARE HELD IN CITIES SERVED BY EASTERN

The Dupont Tarleton Hotel

See Advertisement, Page 58

Biscayne Blvd. Way (Phone: FRanklin 1-6678)
Manager: Phillip Snyder
Sales Manager: Harry B. Esky
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 12 suites available)
Air Conditioning: Yes
Convention Rates: May 1-Dec. 14—Single 11.00-17.00; Double: 11.00-21.00; Suites: 30.00-90.00. Dec. 15-Apr. 30—Single: 17.00-25.00; Double: 17.00-31.00; Suites: 60.00-120.00
No. Mtg. Rms. & Capacity of Largest: 7 (750)
No. Banquet Rms. & Capacity of Largest: 7 (750)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 5.25
Liquir: Yes
Charges for Mtg. Rms.: None on group meetings
Net Exhibit Space: 7,500 sq. ft.
Audio-Visual Aids: Closed circuit TV, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, boating, fishing, swimming pool

Key Biscayne Hotel and Villas (HSMA)

300 Ocean Drive (Phone: EMerson 1-5431)
Manager: Bob Neale
Sales Manager: Alan B. Bland
Convention Season: April 15-Feb. 1
Largest Group Accommodated: 225 (104 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00 (May-Nov. 15, European)
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 3 (225)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: 2 swimming pools, 9 hole pitch and putt golf course, 4 tennis courts, shuffleboard, ocean beach

The McAllister Hotel (HSMA)

10 Biscayne Blvd. (Phone: 2-6151)
Gen. Manager: C. DeWitt Coffman
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-10.00; Double: 10.00-14.00; Suites: 18.00-36.00
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (650)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 2.00; Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention groups
Audio-Visual Aids: PA system, spotlights, easels, blackboards, projectors, screens
Stage: Available
Sports Facilities: Racetrack, baseball, football, stadiums—15 minutes

FREE HELP

Meeting-Site Service

Assistance available to you without charge to find just the spot you need for your next meeting.

See Page 198

LIKE NO OTHER HOTEL IN MIAMI...

DUPONT TARLETON

On Biscayne Bay, at the start of famed Biscayne Blvd.

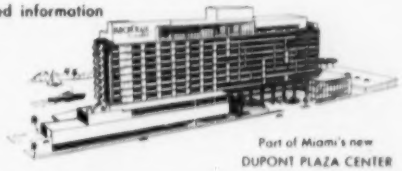
The very first hotel in Miami *directly on the water*, with its own yacht basin. *A luxury resort hotel* in the very heart of downtown Miami—*as secluded as if it were miles away*—and yet, just around the corner *from everything that means anything* in Miami and the Beaches.

Unusual Facilities for an Outstanding Convention in Miami

Golf privileges • 9 Private Dining-Banquet-Meeting Rooms, seating from 25 to 800 • **Completely Air-Conditioned** • Private Parking • **Swimming Pool** • Cabanas • Lounging Terraces • Health Club • Steam Baths • **TV and Radio in each room** • 10 ft. x 12 ft. Giant Television for special events and Closed Circuit TV • **Completely equipped for Movies and Exhibits** • EVERYTHING for a successful national convention...or a regional group meeting.

Write HARRY ESKY, Sales Manager, for detailed information

DUPONT TARLETON
MIAMI • FLORIDA



Part of Miami's new DUPONT PLAZA CENTER

We'd like to tell you why MIAMI is the Magic City for Conventions

Write to CONVENTION BUREAU
320 N. E. 5th St.
Miami, Florida

CRUISE to NASSAU via S/S FLORIDA from Miami

Every Monday and Friday 5 P.M.

3-Day Cruise — two nights at sea, two days and a night in Nassau. All outside staterooms, all Meals, the ship is hotel all the way. **$54** up

Round Trip $39 up

Air-conditioned dining room and cocktail lounge, dancing to ship's orchestra and entertainment.

Arrange for your Members to come a few days early...or stay later for needed relaxation... by sailing overnight to colorful foreign Nassau.

FOR COMPLETE INFORMATION WRITE

P & O STEAMSHIP COMPANY • P.O. BOX 1349 • MIAMI 8, FLORIDA

FLORIDA

continued

MIAMI BEACH

Railroads: F.E.C.; S.A.L.
Airlines: Served through Miami

CONVENTION BUREAU

Miami Beach Convention Bureau
17000 Washington Ave. (39)
Thomas F. Smith, Director

AUDITORIUM

Miami Beach Auditorium & Exhibition Hall

See Advertisement, Page 61

1700 Washington Ave. (Phone JE 1-0436)
Manager: Claude Ritter
Exhibit Areas and Square Footage of Each: Main Exhibit Hall 108,000 sq. ft., lobby exhibition hall 16,000 sq. ft., Arena 13,200 sq. ft., two large rooms exhibit hall 10,000 sq. ft., lobby 4,930 sq. ft., stage 5,500
Rental Fees and Services Included in Rent: 20-25c per sq. ft. include air conditioning, house lights, janitor service in aisles, storage
Floor Load: Unlimited **Ventilation:** Fully air conditioned
Ceiling Height: 38'6-35'-20' **PA System:** Altec-Lansing
Dimensions, Opening to Exhibit Hall: 6 openings, largest 24' height-35' width
Columns, Locations and Dimensions: No columns in Auditorium, 20 columns in Exhibition Hall
Current and Utilities Available: All types, A.C., water, gas, drainage
Loading Facilities: Loading docks
Railroad Sidings: None
Location, Size of Storage Areas: 3 storage areas —total 22,000 sq. ft.
Number of Meeting Rooms and Capacities: 14 rooms to seat 70-825, one -70; four at 75; one at 115; three at 185; one at 155; one at 85; one at 200; one at 500; one at 825.
Facilities for Food Functions: Banquet for 6,000
Parking Facilities: 3,500 cars
Distance from Business District: In center city

Allison (HSMA)

6261 Collins Ave. (Phone: UNion 6-8881)
Manager: Sol Cheskes
Convention Season: May, June, Sept., Oct., Nov. (other periods sometimes available)
Largest Group Accommodated: 200 (75 rooms, 25 suites available)
Air Conditioning: Entire Hotel
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, film projectors provided on request.
Stage: Available
Sports Facilities: Private pool, ocean bathing off premises

Americana Hotel (HSMA)

See Advertisement, Page 60

9701 Collins Ave. Bal Harbour (Phone: UNion 5-7511)
Manager: Charles T. Craddock
Sales Manager: Phil Thel
Convention Season: April 1 to Jan. 15
Largest Group Accommodated: 918 (400 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Vary with season
No. Mtg. Rms. & Capacity of Largest: 25 (4,500)
No. Banquet Rms. & Capacity of Largest: 25 (4,500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 129,000 sq. ft., separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound, 8mm, 35mm projectors
Stage: Available
Sports Facilities: Golf, swimming, fishing, shuffleboard, dog & horse racing, jai-alai, tennis

Bal Harbour Hotel (HSMA)

10101 Collins Ave. (Phone: UNion 5-2311)
Manager: Howard W. McConnell
Convention Season: All year
Largest Group Accommodated: 280 (135 rooms, 1 suite available)
Air Conditioning: Banquet and meeting rooms, bedrooms
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 1.00-2.00; Lunch: 1.00-3.00; Dinner: 3.00-7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming

Balmoral Hotel (HSMA)

See Advertisement, Page 62

9801 Collins Ave. (Phone: UNion 6-7792)
Manager: Stuart L. Moore
Sales Manager: Irving Rudd
Convention Season: All year, except Dec. 15 to Jan. 3 and Jan. 25 to Apr. 16
Largest Group Accommodated: 350 (175 rooms and 20 suites available)
Convention Rates: Single: 10.00 to 16.00; Double: 10.00 to 20.00; Suites: 26.00 to 36.00
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Rates for Meals: Breakfast: 1.50; Lunch: from 2.50; Dinner: from 5.00
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 9,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: 16 and 35mm projectors, screens, blackboards

Barcelona Hotel

See Advertisement, Page 62

4343 Collins Ave.
Manager: Jack Parker
Convention Season: All year, except February
Largest Group Accommodated: 300 (200 rooms, 40 suites available)
Air Conditioning: Yes
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: All equipment, PA system, spotlights
Stage: Yes

NOW... the americana SURPASSES ALL...

with the completion of its new, attached, Convention Auditorium and Exhibit Hall — largest hotel-owned hall in the nation!

READY FOR YOUR MEETING — a vast, modern auditorium with 38,000 square feet of space providing unobstructed visual and audio reception for up to 4,000 at banquet; 5,000 at meeting!

READY AS YOUR SHOWPLACE — a spacious exhibit hall beneath the auditorium — 38,000 square feet of space accessible by ramp, with space for 350 modern display booths . . . each supplied with advanced equipment, and electrical, audio, and visual aid outlets!

NOW — THE AMERICANA offers more convention space than any other hotel in the nation . . . 120,000 square feet of meeting space, accommodating 15,000 persons, either in 25 separate meetings, or in one huge convention, linked via closed-circuit television. And throughout . . . the most advanced sound, lighting and air-conditioning equipment designed!

IN ADDITION — cooperating hotels in a "5 minute" radius of the Americana offer 3,000 additional de-luxe oceanfront rooms.

- 475 luxurious rooms, suites, and Lanais.
- 10 acres of oceanside gardens, with 600-foot private beach, Olympic pool, and colorful, spacious cabana colony.
- GOLF on a private, 18-hole Country Club course minutes away via our station-wagon.
- Celebrated food in the GAUCHO STEAK HOUSE . . . winner of the coveted Holiday Magazine award for Distinctive Dining, 1957.
- Thrilling shows starring the world's best entertainers nightly in the uniquely beautiful BAL MASQUE SUPPER CLUB.
- Elegant MEDALLION DINING ROOM . . . casual DOMINION COFFEE HOUSE . . . gay CARIOCA LOUNGE . . . breeze-cooled STARLITE PATIO!

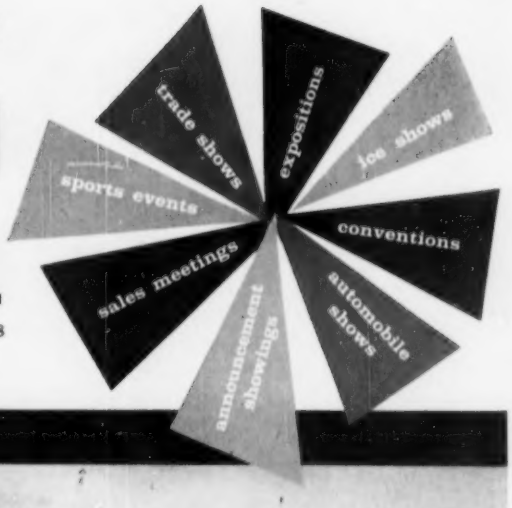
For complete information address:
CHARLES T. CRADDOCK, Vice President, Managing Director
BAL HARBOUR / MIAMI BEACH, FLORIDA

Tisch Hotels Offices:
New York, PL 3-3925 • Chicago, DE 2-1237
Atlantic City, N.J., 4-3021 • Washington, D.C., DI 7-1818

Completely Air Conditioned

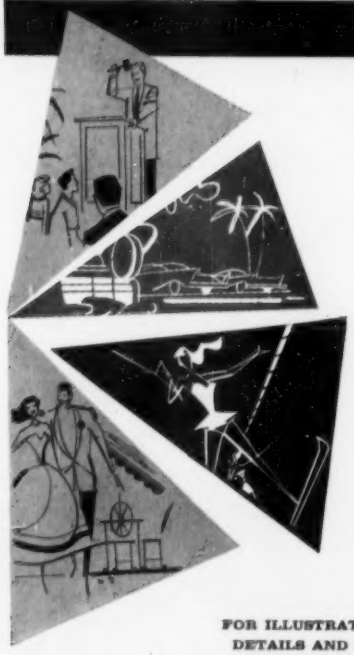
NEW MIAMI BEACH EXHIBITION HALL

ACCEPTING BOOKINGS BEGINNING OCTOBER 1, 1958



covering nearly five acres!

LARGEST IN THE SOUTH



This magnificently designed structure will have an overall floor area of 200,000 square feet, of which 108,000 will be unobstructed exhibit space. Its planned versatility and flexibility make it ideal for a wide variety of entertainment events, trade shows and conventions.

- Will seat up to 15,000 • Portable stage and rigging
- 10 Meeting rooms with seating capacities up to 825
- Modern catering facilities • All utilities available
- Completely air conditioned • Parking area for 3500 cars
- Centrally located • Registration facilities • Offices

→ **The World's Largest Concentration of Hotels and Apartment Buildings** in the immediate vicinity of the Exhibition Hall creates an extremely favorable condition for visiting organizations and gate-receipt events. Within the city, for example, there are **30,000 hotel rooms and 23,000 apartments.** These range from luxurious oceanfront penthouses to secluded efficiency accommodations. This combination of housing and exhibition facilities places Miami Beach in the spotlight as one of the truly great convention and show cities of the world.

THE PRESENT MIAMI BEACH AUDITORIUM, with a seating capacity of 3,534, is south and adjacent to the Exhibition Hall. Together the two buildings will provide 173,105 square feet of exhibit space and accommodate 1,039 booths.

FOR ILLUSTRATED BROCHURE, DETAILS AND FLOOR PLANS
contact **CLAUDE D. RITTER, Manager**

Miami Beach Exhibition Hall • Miami Beach Auditorium • 1700 Washington Ave. • Miami Beach 39, Florida • Phone: JEfferson 1-0436

Miami Beach

the city designed for conventions

This famous convention city has the largest concentration of new, air-conditioned hotels in the world—more than 31,000 rooms. And with Miami Beach's ever-changing skyline, hotels are designed for convention convenience, from drawing board to completion. Meeting rooms are available for seating up to 3,000 persons.

NEW MIAMI BEACH EXHIBITION HALL

will have an overall area of 195,000 sq. ft. with a seating capacity of 15,000 in main arena with smaller meeting rooms seating from 150 to 800... This new exhibition hall will connect with the present Miami Beach auditorium, which has a seating capacity of 4,300, is located within minutes of hotels, stores and resort activities.

The Miami Beach Convention Bureau spends as much time *serving* your convention as it does securing it.

For details, write:
THOMAS F. SMITH, *Director*
Miami Beach
Convention Bureau
Municipal Office Building
Miami Beach 39, Florida

FLORIDA

Miami Beach continued

The Carillon

See Advertisement, Page 63

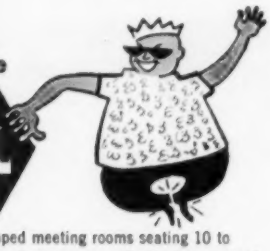
6801 Collins Ave. (Phone: UNion 5-7561)
Manager: Michael I. Kelley
Sales Manager: Edward J. Toole
Convention Season: All year, except Dec. 20th-Jan. 2, Feb., Mar.
Largest Group Accommodated: 700 (350 rooms, 75 suites available)
Air Conditioning: Banquet Halls and 620 bedrooms.
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms.: 15
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.50
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 5c per sq. ft. per day
Net Exhibit Space: 15,000; 1 floor and mezzanine
Audio-Visual Aids: 16mm, 35mm, slide projector, PA system, spotlights
Stage: Yes 30x16
Sports Facilities: Swimming pool, cabana club, badminton, putting course

The Castaways

See Advertisement, Page 64

16375 Collins Ave. (Phone: WIlson 7-4561)
Manager: Leon Garfield
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms, 100 suites available)
Air Conditioning: Yes
Convention Rates: Single 8.00-16.00; Double 8.00-16.00; Suite 16.00-32.00 from Apr. 15 to Dec. 19. Single 12.00-24.00; Double 12.00-24.00; Suite 24.00-48.00 from Dec. 20 to Jan. 19. Single 15.00-28.00; Double 15.00-28.00; Suite 30.00-56.00 from Jan. 2 to Mar. 19. Single 12.00-24.00; Double 12.00-24.00; Suite 24.00-48.00 from Mar. 20 to Apr. 14.
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.50
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000, all on one floor
Audio-Visual Aids: All size film projectors available, PA system, spotlights
Stage: Yes

On your Convention
meet with more success at the



BALMORAL

MORE Convention Facilities 11 fully equipped meeting rooms seating 10 to 575 theatre-style and 725 banquet-style. 3 dining rooms. Garden banqueting in the "Glen."

MORE Special Services Publicity and promotion • Most up-to-date convention equipment...complete projection and public address systems.

MORE Recreation Facilities 6 acres of tropical loveliness • Every room with private terrace and ocean view • 2 blocks of private ocean beach, pool, cabanas • Balmoral Club and Embassy Supper Club. Gourmet dining • Free parking FULLY AIR CONDITIONED.

Convention staff directed by **IRVING RUDD*** will be on hand to offer you new and helpful convention ideas.

*Formerly Director of Public Relations for the Brooklyn Dodgers

CHARLES M. ROUSSEAU
Managing Director

OCEANFRONT at 98th STREET, BAL HARBOUR, MIAMI BEACH, FLORIDA

MIAMI BEACH'S NEWEST LUXURY RESORT PRESENTS AN EXCLUSIVE PLAN FOR CONVENTIONS WITH A PURPOSE!

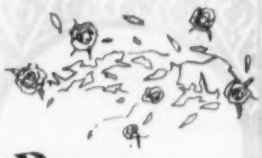
PREMIERE SEASON

the Barcelona

CONVENTION PAC

*for *Pleasure, *Accomplishment, and *Convenience, the BARCELONA Convention P*A*C* is the plan for you!*

For complete convention Pack write to:
JACK PARKER, Managing Director



Pleasure
250 rooms • Pool • Private Beach • Cabana Colony • Night Club • Coffee Shop Superb Cuisine • Bar

Accomplishment
Convention Hall and Meeting Rooms seating 10 to 1000 Banquet facilities for 700

Convenience
Fabulous 40's location—close to Nightclubs • Shopping Areas Auditorium • Golf Courses Race Tracks • Fishing Docks Sightseeing

OCEAN AT 43rd ST. MIAMI BEACH • FLORIDA

THE BIG NEW NAME ON THE CONVENTION HORIZON

The Carillon

MIAMI BEACH'S LARGEST HOTEL

OPENING DATE DECEMBER 15, 1957

Completely Air Conditioned

Accommodations

- 620 elegant rooms—with bath—suites and lanai suites...all air conditioned with individual touch control
- 15 meeting rooms—specifically designed for conventions and sales meetings
- Amphitheatre Convention Hall—seats 1,200...banquet accommodations 1,000
- Other meeting and banquet rooms with capacities of 1,200—600—350—200—100
- Many smaller rooms for committees—press—headquarters
- 4 dining rooms featuring international flavor menus
- Exhibit space • Movie Theatre

Facilities

Every modern meeting device • finest acoustics • complete audio and visual equipment • day-long comfort chairs • giant stage in convention hall • closed circuit TV.

For Pleasure

750-foot private beach • 2 swimming pools • magnificent night club • palatial cabana club • 21" TV and circulating ice water in every room • extensive sports area

Important

Mr. Sales Manager:
Special for you...write now for the Carillon Incentive Plan...A complete service from kick-off to pay-off.

Write—wire—or call Edward J. Toole, Director of Sales, for complete "Carillon Convention Story." Choice dates available. Phone Miami: UNion 5-7561.

Alfred L. Kaskel, Herbert H. Robins, Executive Directors • Michael J. Kelley, General Manager

OCEANFRONT—68th to 69th STREETS, MIAMI BEACH 41, FLORIDA

Discover a "South Sea Island" Convention
. . . just a wish away
at the air-conditioned

Castaways
RESORT MOTEL

The personal touches that make a meeting memorable, the assurance of your convention, no matter how small, being important (we book no conflictions), the unforgettable atmosphere of South Sea Island seclusion in the midst of exciting Miami Beach—are yours only at the Castaways. Write for full details today!

- AMPLE FREE SELF-PARKING
- 304 UNIQUE ROOMS
- 3,600 sq. ft. AUDITORIUM
- 2 DINING ROOMS & BARS
- COMMITTEE ROOMS
- PRIVATE FISHING PIER
- 21" TV in EVERY ROOM
- 3 SWIMMING POOLS
- 350 ft. PRIVATE BEACH
- 100% UNION-AFL-CIO

Lee Garfield, Cornell '36
Managing Director

ON THE OCEAN AT 163rd STREET • MIAMI BEACH, FLORIDA

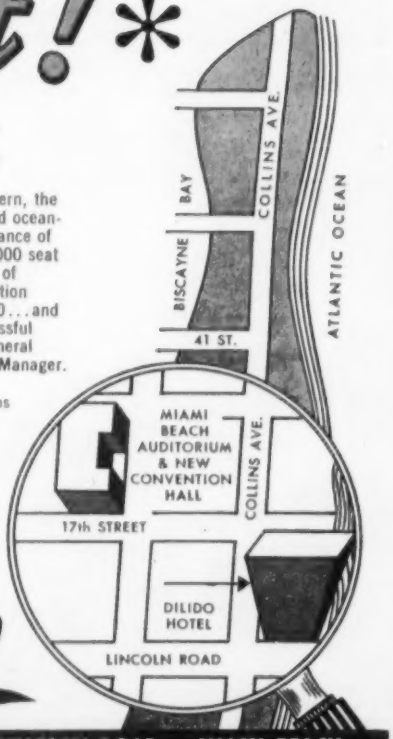
we've got *it!**

*LOCATION....

FACILITIES — The right combination for a great convention.

In the heart of Miami Beach. New, Modern, the di Lido is the only 350 room fully-equipped oceanfront Convention Hotel within walking distance of the Miami Beach Auditorium and new 15,000 seat Exhibition Hall. This plus our staff's years of experience and skill in imaginative convention planning...facilities for groups up to 1000...and every possible service assures you a successful convention. — Contact Frances Crane, General Sales Manager, or James Carroll, General Manager.

- Ballroom-Banquet Room • 5 Meeting Rooms
- 100-seat Theatre for small meetings
- Complete Recreational Facilities
- Two Pools • Beach • Cabana Colony
- Supper Club • Coffee Shop
- Dining Room
- Two Cocktail Lounges



COMPLETELY AIR CONDITIONED

the di Lido HOTEL

Wire, call or write for complete detailed informaton.

400 FT. of OCEANFRONT at LINCOLN ROAD • MIAMI BEACH

FLORIDA

Miami Beach continued

Sports Facilities: Fishing, boating, shuffleboard, volleyball, skiing, tennis, golf

Crown Hotel

See Advertisement, Page 68

41st & Collins Ave. (Phone: Jefferson 1-5771)
Manager: Jerry Sussman
Sales Manager: Si Kriegel
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 13 suites available)
Air Conditioning: Entire hotel
Convention Rates: May-Sept.—Single: 8.00-12.00; Double: 10.00-16.00; Suites: 22.00-38.00. Oct.-Jan., plus April—Single: 16.00-20.00; Double: 18.00-24.00; Suites: 38.00-50.00. Feb. & Mar.—Single: 22.00-26.00; Double: 24.00-30.00; Suites: 50.00-62.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,700)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None except for equipment
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector, blackboards
Stage: Available
Sports Facilities: Golf, fishing, shuffleboard, motorboating

Deauville Hotel

See Advertisement, Page 65

6701 Collins Ave. (Phone: UNion 6-7711)
Sales Manager: Richard "Dick" Elterman
Convention Season: All year
Largest Group Accommodated: 950 (450 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Double: 12.00-20.00; Parlors: 25.00, 30.00, 35.00
No. Mtg. Rms. & Capacity of Largest: 20 (3,500)
No. Banquet Rms. & Capacity of Largest: 7 (2,500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 35,000 sq. ft.
Audio-Visual Aids: Slide and 16mm projectors, blackboards, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, golf course, fishing, boating, ice skating rink

Di Lido Hotel

See Advertisement, Page 64

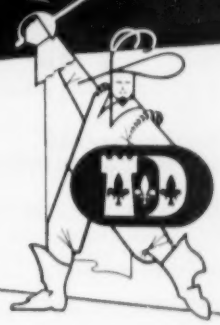
Lincoln Rd. & the Ocean (Phone: Jefferson 8-0811)
Manager: James Carroll
Sales Manager: Mrs. Frances P. Crane
Convention Season: Apr. to June, Aug. 15-31, Sept. to Dec. 20, Jan.
Largest Group Accommodated: 750 (250 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: May, Aug. 25-31, Sept., Oct.—Single or double: 8.00-14.00; Suites: 16.00-30.00. June, Aug. 15-25, Nov., Dec.—Single or double: 10.00-16.00; Suites: 20.00-35.00; January—Single or double: 18.00-24.00; Suites: 36.00-50.00. European.
No. mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 12,083 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: 2 pools, ocean swimming, golf, tennis, deep sea fishing

Eden Roc Hotel

See Advertisement, Page 66

4525 Collins Ave. (Phone: JEfferson 2-2561)
Manager: Frank Dolan
Sales Manager: Robert Whalen
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 300 (225 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Double: 14.00, 16.00 and 18.80; Suites: 52.00 to 56.00
No. Mtg. Rms. & Capacity of Largest: 7 (1,600)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.75; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None

OK $20,000,000 DECISION!



It was our decision to make first...and so we worked with top designers, planners and architects toward the construction of the World's most fabulous Convention-Resort Hotel.

The result is a magnificent tribute to the importance and stature of Convention business in the hotel field... $20,000,000 of matchless accommodations, public rooms, meeting and exhibition space . . . the most complete, most spacious convention facilities ever offered under one roof!

The statistics about the DEAUVILLE are startling*... the staff—the finest in the field—selected on the basis of their successful convention experience . . . the service personnel that will supervise your personal comfort and entertainment has been hand-picked . . .

So, in the final summation, the prime consideration is the DEAUVILLE's deliberate concentration on conventions . . . our planning, our facilities, our staff—all dedicated and Projectioneered for your Convention!

Now, in your Moment of Decision—won't you pause long enough to write to us for complete information, floor plans, special data? No matter how large or small your group, nor how budgeted, your convention belongs at the DEAUVILLE . . . and after you have studied our detailed Convention Brochure, we know your decision will be—**DEAUVILLE!**

***UNMATCHED CONVENTION FACILITIES PLUS FABULOUS VACATION PLEASURES**

Mammoth Auditorium—21,000 square feet—Seating 3,500 persons, with Banquet accommodations for 2,500 • Exhibition area—35,000 square feet • Special hydraulic lift for heavy exhibits • 12 other Meeting Rooms • Committee, Press and Work Rooms • "Know-how" of a fully experienced staff • 600 guest rooms, each with 21" TV, radio, ice water • 50 palatial suites • 2 swimming pools • 2 blocks private ocean beach 9-hole short golf course • Indoor Ice Skating Rink • 4 festive dining areas • 2 dazzling night clubs • Big-name entertainers • Pleasure-planned programs round-the-clock •

Air-conditioning throughout, of course

THE DEAUVILLE HOTEL

Write, wire or phone
DICK ELTERMAN
Director of Sales

ON THE OCEAN AT 67th STREET · MIAMI BEACH, FLORIDA

A whole new world for your convention

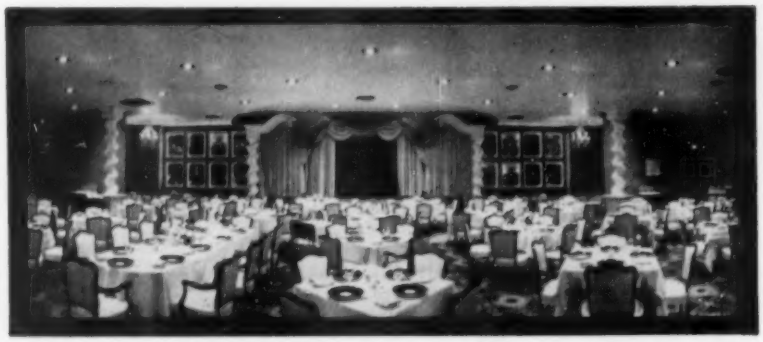
Eden Roc

hotel, cabana & yacht club

CABANA AREA ideal for outdoor buffets, cocktail parties and water shows.

ALL THIS IS YOURS . . .
FOR A PERFECT CONVENTION!

- 14 meeting rooms or combinations . . . to seat any size meeting from 24 to 1600!
- Monitored air-conditioning
- Modern lighting and sound equipment
- Outstanding cuisine . . . served from an ultra-modern kitchen, strategically placed to serve every banquet with maximum expediency
- Underground parking garage
- Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in exhibit space at reasonable rates



MONA LISA ROOM — this beautiful room comfortably accommodates banquets up to 500 people.

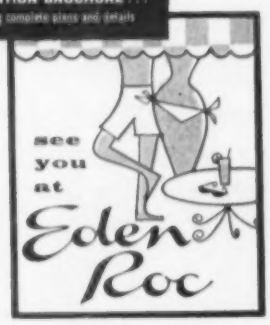
ALL THIS — PLUS:

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Three delightfully different dining rooms to suit your every mood
- Informal gaiety and dancing in Harry's American Bar — Garden Café
- Fabulous entertainment nightly in the unparalleled Café Pompeii

ROBERT H. WHALEN, Director of Sales

POMPEIAN ROOM — Accommodating banquets of 1200 and business sessions of 1600 people. Four tiers assure all in attendance perfect view of the speaker's table.

SEND NOW FOR COMPLETE CONVENTION BROCHURE . . .
blueprinting complete plans and details



30,000 square feet of DRIVE-IN EXHIBIT SPACE at reasonable rates. This area does not alter the availability of any of the 14 Major Meeting Rooms.

New York: Circle 7-6940 • Chicago: MOhawk 4-5100 • Cleveland: PRospect 1-7827 • Washington: District 7-7346

OCEANFRONT, 45th to 47th STREETS, MIAMI BEACH, FLORIDA

World's largest and finest convention-resort hotel...

INCOMPARABLE MEETING FACILITIES

for up to 5750 people! Private conference rooms for 10 to 50 — convention hall accommodating 3000 !

SUPERB BANQUET FACILITIES

for groups up to 2500! 6 private dining rooms, formal dining room, casual coffee shop for fine food at popular prices.

UNSURPASSED FACILITIES FOR FUN AND RELAXATION

14 acres of oceanfront luxury—1000 foot private beach and Olympic swimming pool — Cabana Club — 4 cocktail lounges — exclusive shops — La Ronde Supper Club — Yacht Basin — 565 luxurious rooms . . .

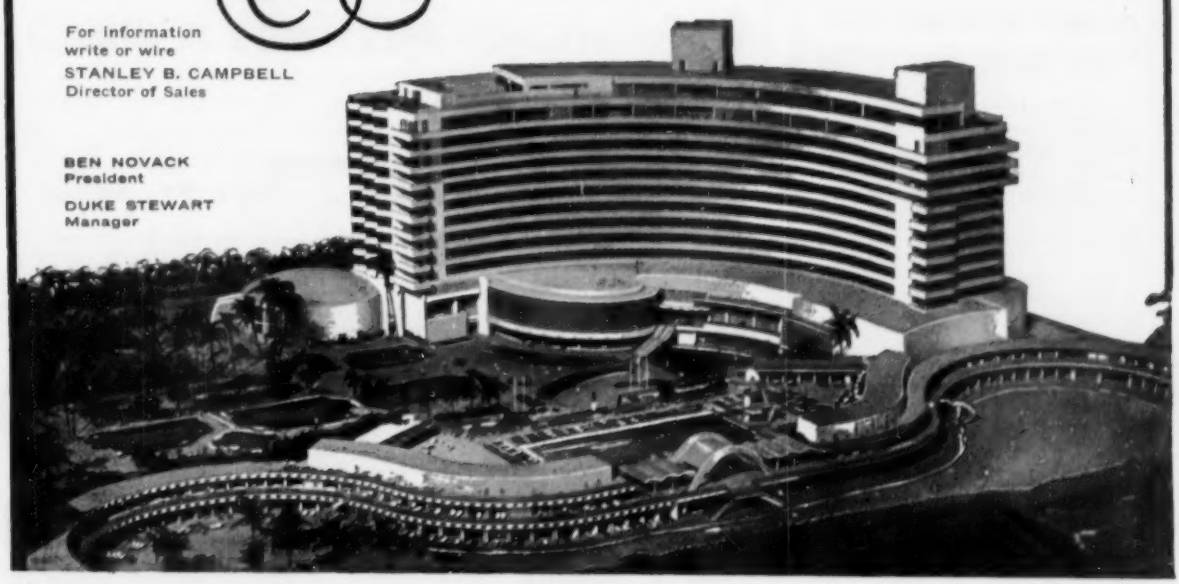
THE Fontainebleau

ON THE OCEAN AT 44th STREET, MIAMI BEACH, FLORIDA

For information write or wire
STANLEY B. CAMPBELL
Director of Sales

BEN NOVACK
President

DUKE STEWART
Manager



Personal:

This is the touch with which every sales meeting is handled at the Crown. Whatever size group—you will meet in privacy under ideal conditions and enjoy the finest international cuisine, prepared and served with "V.I.P.-Care."

Ballroom seats 1200—banquets 1000. 8 additional meeting rooms of varying sizes.

Write: *Jerry Sussman for details on "The Personal Touch"*

the Crown HOTEL

A Full Oceanfront Block 40th - 41st Streets
Miami Beach, Florida

Get your Free

T.R.I.P.*

INFORMATIVE BOOK ON HOTEL LUCERNE

***Travel Reward Incentive Plan**

Just off the press! Your complete guide to a successful Incentive Campaign . . . to put new spirit into salesmen . . . stimulate sales . . . boost production . . . improve morale. It's the plan offering the one award that every salesman will go all out to win . . . a glamorous extra vacation at the magnificent Lucerne. Prepared by the Lucerne's experienced incentive experts. It covers custom planning, contest operation, promotion, scheduling, and pricing the program to fit your budget.

It's yours FREE of charge...
Contact Col. Lee H. Tucker
Director of Sales

HOTEL Lucerne

A FULL BLOCK ON THE OCEAN
41st to 42nd Sts. • MIAMI BEACH, FLORIDA

FLORIDA

Miami Beach continued

Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, tennis

Empress Hotel

See Advertisement, Page 68

4333 Collins Ave. (Phone: JEfferson 8-6892)
Manager: Jerry Lepre
Convention Season: All year except Feb. & Mar.
Largest Group Accommodated: 500 (220 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00; Double: 10.00; Suites: 20.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (750)
Group Meal Rates: Breakfast: .75-1.50; Lunch: .85-2.00; Dinner: 2.50-4.50
Liquor: Package only
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, easels, film projectors available
Stage: Available
Sports Facilities: Swimming, fishing, tennis, golf

Flamingo Hotel (HSMA)

1500 Bay Rd. (Phone: JE 1-0311)

Manager: O. C. Thompson
Convention Season: Dec., Jan., after Mar. 20, Apr.
Largest Group Accommodated: 375 (200 rooms and 28 suites available)
Convention Rates: Single: from 10.00; Double: from 14.00; Suites: from 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (900)
No. Banquet Rms. & Capacity of Largest: 4 (900)
Rates for Meals: Breakfast: from 1.50; Lunch: from 2.50; Dinner: from 3.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, tennis, putting, swimming, shuffleboard, boating, fishing

Hotel Fontainebleau (HSMA)

See Advertisement, Page 67

64th to 48th & Oceanfront (Phone: JEfferson 8-8811)
Manager: Duke Stewart
Sales Manager: Stanley Campbell
Convention Season: All year except Dec. 20 to Jan. 2; Jan. 15 to Easter
Largest Group Accommodated: 900 (400 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-30.00; Suites: 35.00-77.00
No. Mtg. Rms. & Capacity of Largest: 8 (3,100)
No. Banquet Rms. & Capacity of Largest: 8 (2,200)
Group Meal Rates: Breakfast: from 2.00; Lunch: from 3.00; Dinner: from 7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 30,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, pitch & putt golf, access to golf courses

Golden Gate Hotel-Motel (HSMA)

See Advertisement, Page 69

19400 Collins Ave. (Phone: North Dade 6-4411)

Gen. Manager: Richard Frey
Sales Manager: Harry N. Snow
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 1000 (500 rooms and 150 suites available)
Convention Rates: Single: from 8.00; Double: from 8.00; Suites: from 16.00. Rates are seasonal.
No. Mtg. Rms. & Capacity of Largest: 20 (1600)
No. Banquet Rms. & Capacity of Largest: 4 (1,200)
Rates for Meals: Breakfast: from 1.00; Lunch: from 2.00; Dinner: from 3.00
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 15,000 sq. ft. on one floor
Audio-Visual Aids: 16mm moving picture projector, 32mm still picture projector, PA system, spotlights
Stage: 3 stages (largest 47' x 18')
Sports Facilities: Swimming pools, tennis, shuffleboard, putting

Lucerne Hotel

See Advertisement, Page 68

2101 Collins Ave. (Phone: JE 2-2541)

Sales Manager: Col. Lee H. Tucker
Convention Season: Year round
Largest Group Accommodated: 100 (100 rooms available)
Air Conditioning: Yes
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.35; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: Can be rented as needed
Stage: Yes
Sports Facilities: Swimming pool and beach

DESIGNED WITH MEETINGS IN MIND...

The Empress
Miami Beach's NEWEST Luxury Hotel

Featuring a Convention Ball Room with banquet facilities for over 800 persons...4 additional Meeting Rooms—Special Display Areas—Penthouses...

...for pleasure:

Huge salt-water swimming pool . . . private beach . . . night club . . . fully equipped Turkish Bath . . . complete entertainment program.

...and for convenience:

Ideal oceanfront location convenient to golf . . . racing . . . deep sea fishing . . . shopping . . . theatres and night clubs . . . Completely Air Conditioned with individual thermo control in every guest room.

Write for Color Folder and Convention Specification Sheet:
Jerry Lepre, Mgr. — Kowal Ownership

DIRECTLY ON THE OCEAN—43rd to 44th Streets—Miami Beach, Florida

Apply our GOLDEN RULE of Hospitality

FOR BETTER CONTESTS

BIGGER CONVENTIONS

BUOYANT SALES

Florida is a magic word when it comes to conventions, and Miami Beach the icing on the cake.

Top this all off with the Golden Gate and you have an irresistible goal that's bound to heat up the coldest sales contest to a boiling pitch, and push that graph up where it belongs.

Our new Convention Hall is designed so that 9 meetings can be held simultaneously . . . each in complete privacy. Seating capacity 1600—banquet 1200—all under one roof, with perfect visibility and acoustics.

Golden Gate different?—the difference is the personal touch...our Golden Rule of hospitality that lifts your convention from an ordinary meeting to a talked-about event, with looked-forward enthusiasm for next year.

Our personalized service provides its own executive convention staff and public relations experts, together with a battery of conference secretaries and photographers at your service 'round the clock!

Ideal Golden Gate accommodations (all air conditioned) include hotel, motel, apartments and villas . . . featuring 3 swimming pools, 500 feet of private beach, shopping plaza, tennis courts, 3 cocktail lounges, 2 dining rooms, coffee shop, dancing and continuous entertainment.

Your group, under the constant supervision of our General Sales Manager, Harry N. Snow . . . and of course, General Manager, Dick Frey administering the Golden Rule.

For full details and color convention brochure, write—Harry N. Snow, General Sales Manager
Dick Frey, General Manager

GOLDEN GATE

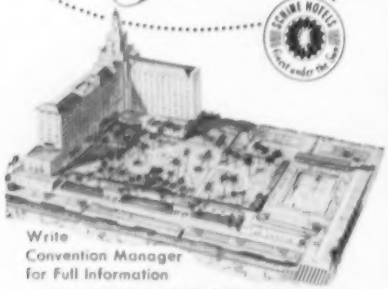
20 ACRES ON THE OCEAN AT 194th STREET • MIAMI BEACH 41, FLORIDA

ONE OF AMERICA'S BEST CONVENTION HOTELS

In the center of everything, and the best in convention and group facilities

- Private meeting rooms of every size
- Private Beach • Olympic Swimming Pool
- Cabanas • Tennis Courts
- Putting Greens • Golf Facilities
- Excellent Convention Staff

THE RONEY PLAZA
MIAMI BEACH



Write Convention Manager for Full Information

ON THE OCEAN AT 23rd ST., MIAMI BEACH

FLORIDA
Miami Beach continued

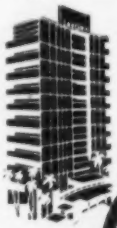
Monte Carlo Hotel (HSMA)
6552 Collins Ave. (Phone: UNion 6-8721)
Manager: Harvey Denby
Convention Season: Jan. 2 to Feb.; Aug. to Dec. 20
Largest Group Accommodated: 300 (150 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.00; Double: 8.00-12.00; Suites: 16.00-24.00
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: .75 to 1.50; Lunch: 1.00-2.00; Dinner: 2.25 to 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, shuffleboard, swimming, ping pong

Roney Plaza
See Advertisement, Page 70
2301 Collins Ave. (Phone: 5-6011)
Manager: O. C. Thompson
Convention Season: Dec. 20 to Jan. 5, Jan. 20 to Apr. 20
Largest Group Accommodated: 400
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14,000; Double: 10.00-16.00; Suites: from 25.00
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 2.00; Dinner: from 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 16,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Tennis, golf, fishing, swimming (pool and beach), shuffleboard

S IS FOR Smart!

It always has been SMART to plan meetings at *The Saxony,* where SMART is the keyword for facilities, service, cuisine. (214 luxurious rooms; public spaces for 25 to 500; famed Dining Rooms, Restaurants, Cafe, Cocktail Lounges; all air-conditioned.) Now, with convenience to Convention Hall enhancing our own forthcoming enlargements, it will be smarter than ever to plan with *The Saxony.*

We have some efficient men around to tell you all about it; you probably know one of them . . . contact him!



H. G. PHILLIPS
Asst. General Manager
WILLIAM STONE
Foreign Sales
CHARLES ECK
Resident Manager
Phone **JE 8-6811**

the Saxony
MIAMI BEACH
COLLINS AVENUE at 32nd STREET

Miami Beach's newest and most luxurious hotel offers the

10 MILLION DOLLAR* CONVENTION PLAN

with group meeting facilities you'll enjoy only at the Seville

*Yes, the magnificent NEW Seville (completed January, 1956) cost 10 million dollars to construct, furnish and equip . . . All to give your group unsurpassed facilities for fun, comfort and a successful meeting.

- **Grand Ballroom with no view-obstructing columns, seating 2,000 at meetings, 1,500 at banquets**
- **Five other meeting rooms for groups of 50 to 500**
- **20,000 square feet of exhibit area**
- **Color circuit TV facilities**
- **Tremendous pool and cabana play area for outdoor fun and meetings**
- **Complete inventory of equipment**

FREE 21" TV & RADIO IN EVERY ROOM
2 POOLS • 500 FT. OF PRIVATE SANDY BEACH
GOLF DRIVING RANGE
100% AIR CONDITIONED

THE BRAND NEW Seville HOTEL

"Robbie" ROBINSON, Exec. V.P. & Gen'l Mgr.
MILTON E. LEMBERGER, President

For complete information
WRITE BOB GOCKE,
Manager, Convention Director
BEN GOULD
Executive Director of Sales

OCEANFRONT at 30th STREET,
IN THE HEART OF EXCITING MIAMI BEACH

Saxony Hotel

See Advertisement, Page 70

32nd & 33rd St. (Phone: JEfferson 8-6811)
Manager: Charles Eck
Sales Manager: Harry N. Snow
Convention Season: Apr., May, June, Sept., Oct., Nov., Dec.
Largest Group Accommodated: 300 (125 rooms available)
Air Conditioning: Entire hotel
Convention Rates: May 1-Dec. 16.—Single: 10.00-14.00; Double: 12.00-18.00; Suites: 24.00-36.00; Jan. 5-May 1—Single: 18.00-20.00; Double: 24.00-28.00; Suites: 40.00-75.00. European plan.
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming pool

Hotel Seville (HSMA)

See Advertisement, Page 70

2901 Collins Ave. (Phone: JE 4-4721)
Manager: "Robbie" Robinson
Sales Manager: Ben Gould
Convention Season: All year except Dec. 15 to Jan. 3 and Jan. 15 to Apr. 15
Largest Group Accommodated: 300 (100 rooms, 35 suites available)
Air Conditioning: Entire hotel
Convention Rates: Apr. to Dec. 15—Double: 8.00 to 16.00; Suites: from 8.00
No. Mtg. Rms. & Capacity of Largest: 7 (1,750)
No. Banquet Rms. & Capacity of Largest: 7 (1,500)
Group Meal Rates: Breakfast: 1.50-3.00; Lunch: 2.50 to 4.25; Dinner: 5.00 to 10.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for banquet or if hotel is headquarters
Net Exhibit Space: 12,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors all kinds
Stage: Available
Sports Facilities: Swimming, fishing, golf, tennis, boating

ORLANDO

Railroads: S.A.L.; A.C.L.
Airlines: EAL, NAL

CONVENTION BUREAU

Orlando Convention Bureau
Joel L. Moore, Executive Director

The Angebilt (HSMA)

37 N. Orange Ave. (Phone: 5-3511)
Manager: James N. Conley
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.00-8.50; Double: 8.00-12.50; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: from .75; Lunch: from 1.00; Dinner from 1.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Net Exhibit Space: 5,000 sq. ft. (3,600 on one floor)
Audio-Visual Aids: PA system, spotlights, movie projector & screen
Stage: Available
Sports Facilities: Golf, tennis, horseback riding, bowling, boating

Orange Court Hotel

650 N. Orange Avenue (Phone: 2-5131)
Manager: James M. Milligan
Convention Season: April through December
Largest Group Accommodated: 528 (244 rooms, 22 suites available)
Air Conditioning: All banquet and meeting rooms, 75% of bedrooms
Convention Rates: Single: 5.00-8.00; Double: 8.00-12.00; Suites: 20.00-30.00
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends upon requirements
Net Exhibit Space: 5,670 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Swimming pool, golf, putting green, shuffleboard, tennis, boating, horseback riding

San Juan Hotel

32 North Orange Ave. (Phone: GArden 2-4266)
Manager: John E. Weir
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 75% of bedrooms
Convention Rates: Single: 4.50-9.00; Double: 7.50-11.00; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, movie screen
Stage: Available

PALM BEACH

Railroads: Fla. East Coast
Airlines: EAL, Mackey, NAL

Colonnades Hotel (HSMA)

Ocean Drive (Phone: Palm Beach Victor 4-5221)
Manager: Francis J. Williams
Sales Manager: Col. Lee H. Tucker
Convention Season: December through May
Largest Group Accommodated: 400 (168 rooms, 45 suites available)
Air Conditioning: Entire hotel
Convention Rates: Double: 8.00 to 16.00; Suites: 24.00 to 27.50. European
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Group Meal Rates: Breakfast: 1.00-1.50; Lunch: 1.75-3.50; Dinner: 3.00-5.00
Liquor: Served in hotel

YOU ARE SO RIGHT—

. . . we admit the necessity . . . and have done something about it to keep in step with our continued program of expansion and improvement. You will now enjoy the added comfort of air conditioned guest rooms.

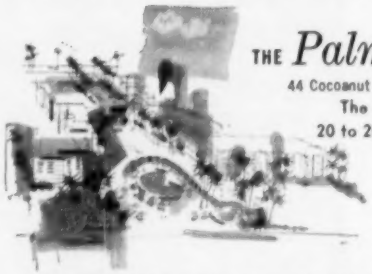
The popularity of the Palm Beach Biltmore as a convention and sales conference site has extended our previously normal operating season to accommodate those organizations requiring the finest of facilities and services. The proof of the pudding is evident in the repeat visits of those who realize the value of experienced personnel, coordinated effort, and sincerity of performance.

Before planning too far in advance for your meeting, why not drop a line, 'phone, or wire L. E. Ames, Director of Sales, for a complete proposal and detailed information . . . or may we send you our color narrated film?

PALM BEACH BILTMORE HOTEL

For Executive Meetings, Conventions and Sales Incentive Packages

HELMSLEY-SPEAR SUPERVISED HOTELS IN PALM BEACH, FLORIDA



THE *Palm Beach Towers*

44 Cocoanut Row • Palm Beach, Florida • TEmple 3-5761

The prestige meeting place for groups of 20 to 200 that desire a gracious atmosphere and luxurious setting. Every facility for business and pleasure. 100% air conditioned. Open the year round.

CONVENTION FACILITIES FOR LARGER GROUPS TO 350

THE *AMBASSADOR*
OCEAN FRONT HOTEL & VILLAS
2730 South Ocean Boulevard
Palm Beach, Florida • JUstice 2-2511

THE *SEA BREEZE*
RESORT MOTOR HOTEL ON THE OCEAN
2770 South Ocean Boulevard
Palm Beach, Florida • JUstice 2-7471

hsh HELMSLEY-SPEAR SUPERVISED HOTELS
a division of Helmsley-Spear Inc. Stephen W. Brener, vice-president
60 East 42nd Street, New York 17, N. Y. • MUrray Hill 7-6400

SUCCESSFUL MEETINGS
call for

Ponte Vedra

PONTE VEDRA BEACH
FLORIDA

Directly on the Atlantic just 25 miles from Jacksonville with through train and plane service from all points.

Four meeting rooms accommodating up to 125. All guest and function rooms air-conditioned. Championship golf course at door, tennis, private beach, fresh water pool, pitch and putt golf, fresh and salt water fishing.

National and regional associations and companies find Ponte Vedra "tops" for meetings from September through February and from May 1st to June 15th. Write for details. Address Luther N. Grimes, Gen. Mgr., Ponte Vedra Club, Ponte Vedra Beach, Fla. Call Ponte Vedra 5-2121. Nat'l. Reps. R. F. Warner, Inc.

FLORIDA

Palm Beach continued

Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 1,976 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, film projectors
Stage: Available
Sports Facilities: Swimming pool, ocean beach, fishing, shuffleboard, golf

Palm Beach Biltmore Hotel (HSMA)

See Advertisement, Page 71

Bradley Place (Phone: TE 2-1781)
Managing Dir.: James J. Farrell
Sales Manager: L. E. Ames
Convention Season: Nov. to Dec. 23; Jan. 1 to Jan. 27; Mar. 5 through May
Largest Group Accommodated: 1,000 (537 rooms, 55 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Jan. to June—Single: 24.00; Double: 37.00. Nov. to Dec. 23—Single: 20.00; Double: 32.00. American.
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 4 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Swimming pool, tennis, putting green, shuffleboard, badminton, fishing, boating, private beach

Palm Beach Towers

See Advertisement, Page 71

Phone: TEmple 3-5761
Manager: Chas. Butler
Sales Manager: Hugh McKerney
Convention Season: All year, except Dec. 1 to May 1
Largest Group Accommodated: 700 (450 rooms available)
Air Conditioning: Yes
Convention Rates: Double: from 20.00; Suites: 37.50 to 50.00
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: (5 (500)
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Stage: Yes
Audio-Visual Aids: 16mm, PA system, spotlights
Sports Facilities: Golf, tennis, swimming, fishing

Sea Breeze Hotel

See Advertisement, Page 71

South Ocean Blvd. (Phone: JUstice 2-7471)
Manager: Edward Nash
Convention Season: May 1—Nov. 31
Largest Group Accommodated: 215 (103 rooms available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 10.00-24.00; Double: 24.00-46.00
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Liquor: Yes
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pools, tennis courts, shuffleboard, fishing, boating, 500 ft. private beach

PONTE VEDRA BEACH

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla.—all to Jacksonville
Airlines: Served through Jacksonville

Ponte Vedra Club — The Inn

See Advertisement, Page 72

(Phone: Atwater 5-2121)
Manager: Luther N. Grimes
Asst. Manager: Mayhugh Courson
Convention Season: All year, except Mar., Apr. & from June 15 to Labor Day
Largest Group Accommodated: 120 (92 rooms)
Air Conditioning. Entire hotel
Convention Rates: June 15 to Feb. 1—Single: 22.00; Double: 34.00; Parlor 12.00 extra. Feb. 1 to June 1—Single: 30.00; Double: 38.00; Parlor 12.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 4 (120)
No. Banquet Rms. & Capacity of Largest: 4 (120)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Golf, swimming, tennis, shuffleboard, pitch and putt

ST. AUGUSTINE

Railroads: F.E.C.

Monson Hotel and Motor Court (HSMA)

Bay St. (Phone: 1441)
Manager: W. W. Faw
Convention Season: All year
Largest Group Accommodated: 100 (90 rooms, 5 suites available)
Air Conditioning: Public rooms and cottages
Convention Rates: Single: 5.00; Double: 8.00; Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

Hotel Ponce de Leon

See Advertisement, Page 72

(Phone: Valley 9-5631)
Manager: Edw. G. Flather, Jr.
Convention Season: Dec. through April
Largest Group Accommodated: 350 (240 rooms, 12 suites available)
Convention Rates: Single: 18.00; Double: 34.00; Suites: 45.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, shuffleboard

ST. PETERSBURG

Railroads: A.C.L.; S.A.L.
Airlines: EAL, Mackey, NAL, TCA

Florida's Famous
Hotel Ponce de Leon

A distinguished hotel with excellent meeting facilities . . .

. . . for groups that demand the finest. 18 hole championship golf course, Olympic Swimming Pool. Many other sports. De Luxe accommodations for 330.

Please communicate with Edward G. Flather, Jr., Manager, P.O. Box 1291, Saint Augustine, Florida.

Opening Winter 1958: the deluxe Ponce de Leon Golf and Motor Lodge, with top facilities and accommodations for 140.

Hotel Ponce de Leon
SAINT AUGUSTINE, FLORIDA

Sales Managers Acclaim!

the SORENO Hotel
ST. PETERSBURG FLORIDA

Delegates Agree!!

Sales meeting . . . executive conference . . . convention . . . big or small, you can rest assured that your meeting at the Soreno will be an outstanding success. Our well-trained convention staff will work with your chairman on every detail.

- Meeting rooms accommodating 10 to 500
- Superb cuisine—2 dining rooms
- Beautiful ball room
- Cocktail lounge . . . entertainment nightly

For dates—Fall, Winter, Spring
Write, wire, phone Director of Sales-
Alsonett Resort Hotels
P. O. Box 3042 Phone 7-7801

CONVENTION BUREAU

Convention Bureau
Chamber of Commerce
Al J. Morgan, Director

The Huntington

4th Ave. at 2nd St. North (Phone: 7-7827)
Manager: Paul B. Barnes
Convention Season: Mar. 20 to Jan. 5
Largest Group Accommodated: 240 (140 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 9.00-12.00; Double: 12.00-16.00; Suites: 25.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: According to requirements
Charges for Exhibit Areas: According to requirements
Net Exhibit Space: 10,290 sq. ft. on one floor, separate areas
Audio-Visual Aids: PA system, spotlights, blackboard, projectors on rental basis
Stage: Available
Sports Facilities: Horse and dog racing, baseball, swimming, tennis, shuffleboard, fishing, boating, golf

Soreno Hotel

See Advertisement, Page 72

Beach Dr. & First Ave. (Phone: 7-7801)
Manager: Martin C. McNiel
Sales Manager: James R. Bearce
Convention Season: Oct. 15 to May 15, except Feb. 1 to Mar. 25
Largest Group Accommodated: 550 (275 rooms, 15 suites available)
Air Conditioning: Two banquet and meeting rooms, ballroom
Convention Rates: American—Single: 16.00-22.00; Double: 26.00-34.00; Suites: 36.00-50.00, European—Single: 8.00-14.00; Double: 12.00-22.00; Suites: 20.00-36.00
No. Mtg. Rms. & Capacity of Largest: 5 (550)
No. Banquet Rms. & Capacity of Largest: 4 (700)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 2.50; Dinner: from 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for large conventions
Net Exhibit Space: 26,633 sq. ft.
Audio-Visual Aids: PA system, spotlights, easels, 16mm projector & screen
Stage: Available
Sports Facilities: Golf, tennis, swimming, horseback riding, fishing, sailing, skiing

Suwannee Hotel

First Ave. & 5th St. North (Phone: 7-7871)
Managing Dir.: Paul Brown
Convention Season: All year, except Dec. 7, Jan., Feb., Mar.
Largest Group Accommodated: 200 (150 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 5.00; Double: 8.00; Suites: 12.00-20.00
No. Mtg. Rms. & Capacity of Largest: 3 (550)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: from 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Available

Tides Hotel and Bath Club

See Advertisement, Page 73

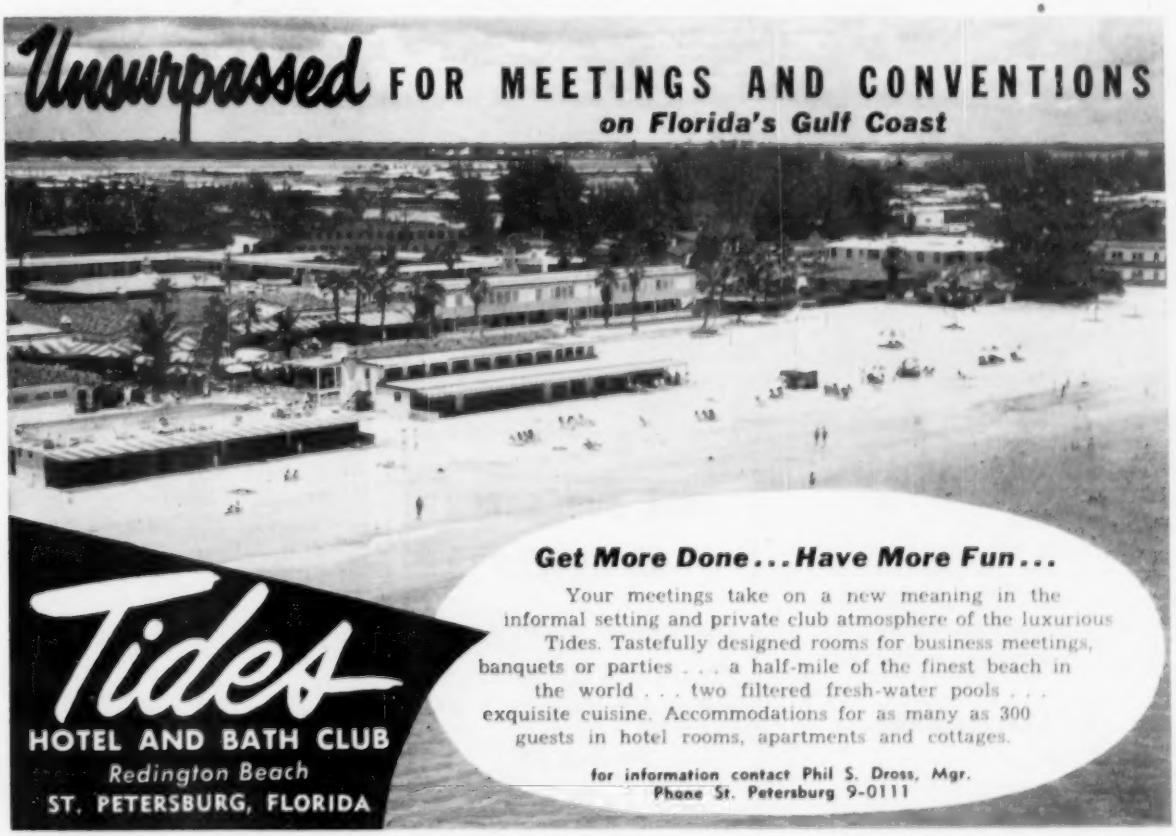
Gulf Blvd. at Redington Beach (Phone: 9-0111)
Manager: Phil Dress
Sales Manager: Jim Bearce
Convention Season: Jan. 1 to 20, April 15th to Dec. 15
Largest Group Accommodated: 300 (200 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Apr. 15 to Dec. 15—Single: 6.00-10.00; Double: 8.00-12.00; Suites: 12.00-20.00; Jan. 1 to 20—Single: 14.00-20.00; Double: 16.00-22.00; Suites: 16.00-25.00, European plan
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: .75-1.50; Lunch: .85-2.50; Dinner: 2.50-7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None, unless there are less than 70 delegates
Charges for Exhibit Areas: Vary
Net Exhibit Space: 4,204 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Golf, swimming, water skiing, boating

Toffenetti Hotel

First Ave. & 2nd St. (Phone: 7-7717)
Manager: Jas. E. McManemon
Convention Season: April 15 to Dec. 15
Largest Group Accommodated: 100 (55 rooms)
Air Conditioning: Banquet halls, bedrooms
Convention Rates: Single: 5.50 to 6.00; Double: 8.50 to 11.00
No. Mtg. Rms. & Capacity of Largest: 3 (85)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Group Meal Rates: Breakfast: .55; Lunch: 1.50; Dinner: 2.25
Liquor: Yes
Charges for Mtg. Rms.: 15.00
Charges for Exhibit Areas: 15.00
Audio-Visual Aids: PA system
Stage: Yes
Sports Facilities: Swimming, fishing

The Vinoy Park (HSMA)

5th Ave. North & Beach Drive (Phone: 7-7891)
Manager: Sterling B. Bottome
Sales Manager: James Bearce
Convention Season: Prior to Feb. 1 and after Mar. 22
Largest Group Accommodated: 650 (300 rooms, 25 suites available)
Air Conditioning: Two meeting rooms
Convention Rates: Single: 20.00; Double: 30.00; Suites: 15.00 daily for parlor in addition to bedroom charge. American
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 2 (850)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,992 sq. ft. (booths only)
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen



FLORIDA

St. Petersburg continued

Stage: Available
Sports Facilities: Swimming, shuffleboard, putting green, golf, sailing, tennis, horseback riding

SANFORD

Railroads: A.C.L.; Str.

Giant's Mayfair Inn

1000 E. 1st Street (Phone: FA 2-1344)
Manager: Frank Mebane, Jr.
Sales Manager: Ruby Williams
Convention Season: Dec., Jan., Mar., April (small groups entire Summer)
Largest Group Accommodated: 325 (175 rooms, 20 suites available)
Air Conditioning: 30 bedrooms
Convention Rates: May-Dec.—Single: 4.00-6.00; Double: 5.00-8.00; Suites: 10.00-24.00. European plan. Dec.-May — Single: 12.00-14.00; Double: 20.00-28.00; Suites: 24.00-40.00. American plan.
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Charges included in convention rate
Charges for Exhibit Areas: Charges included in convention rate
Net Exhibit Space: 3,200 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector
Stage: Available
Sports Facilities: Golf, tennis, heated swimming pool, shuffleboard, solariums, boat and fishing dock

SARASOTA

Railroads: A.C.L.; S.A.L.
Airlines: NAL

AUDITORIUM

Municipal Auditorium

801 Tamiami Trail
Sarasota, Fla. (Phone: Ringling 7-1219)
Manager: Mason Baldwin
Exhibit Areas: Arena, 10,000 sq. ft. including aisles
Rental Fees and Services: $150 to $185 per day includes light, janitor, PA and air conditioning
Ventilation: Air conditioned
Ceiling Height: 15 ft. to 50 ft. (domed)
Dimensions, Opening to Exhibit Hall: 6' 10" wide; 6' 11" ft. clearance
PA System: Available and permanently installed
Columns: None
Utilities: 110; and 220 on request.
Loading Facilities: Loading platform
Meeting Rooms: Adjoining annex may be available
Facilities for Food Functions and Banquet Capacity: Can seat banquet up to 900 — on kitchen facilities
Parking Facilities: Adequate
Distance from Business District: Three-fourths mile

Mira-Mar Hotel

Palm Ave. So. of Main (Phone: 2-5181)
Manager: Herbert W. Norton
Convention Season: Nov. 15 to June 1
Largest Group Accommodated: 200 (90 rooms and 6 suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 6.00 to 9.00; Suites: from 12.00
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: .50 to 1.50; Lunch: .65 to 2.50; Dinner: 2.50 to 4.50
Liquor: Served in hotel
Air Conditioning: Some banquet halls and 1 meeting room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Shuffleboard

TALLAHASSEE

Railroads: S.A.L.
Airlines: EAL, NAL

Floridan Hotel

Monroe & Call (Phone: 2-3850)
Manager: Carl L. Daniels
Sales Manager: Jim Bearce
Convention Season: All year
Largest Group Accommodated: 175 (126 rooms, 2 suites available)
Air Conditioning: 80% of bedrooms, banquet and meeting rooms
Convention Rates: Single: 4.00-7.00; Double: 7.00-10.00; Suites: 16.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,040 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights

TAMPA

Railroads: A.C.L.; S.A.L.
Airlines: EAL, NAL, TCA

AUDITORIUM

Fort Homer Hesterly Armory

Tampa, Fla. (Phone: 8-3079)
Manager: E. V. Chassee
Exhibit Areas: 26,400 sq. ft.
Rental Fees and Services: Variable
Ventilation: Exhaust fans
Ceiling Height: 43 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck lift
Locations, Size or Storage Areas: 2 rooms, downstairs (30' x 70')—10' ceilings—garage doors
Meeting Rooms and Capacities: Two, 100 each
Facilities for Food Functions and Banquet Capacity: Caterer can serve, 2,000
Parking Facilities: Free Parking for 1,000 cars
Distance from Business District: One mile

Floridan Hotel

905 Floridan Ave. (Phone: 25511)
Manager: J. B. Pickard
Convention Season: All year except Jan., Feb., March
Largest Group Accommodated: 300 (150 rooms available)
Convention Rates: Single: 6.00-8.00; Double: from 9.00-12.00; Suites: from 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: 75.00 for entire assembly room
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Tampa Terrace

Lafayette & Florida Ave. (Phone: 2-5567)
Manager. Barthey Gay
Convention Season: All year except Jan., Feb. and Mar.
Largest Group Accommodated: 200 (100 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 up; Double: 8.00 up; Suites: 15.00 up. European
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.35; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 5,830 sq. ft. one floor
Audio-Visual Aids: PA system, spotlights, aluminum easels, film projectors on rental basis
Stage: Available
Sports Facilities: Sun Deck

FREE BROCHURES ON HOTELS

Color pamphlets on hotels listed in this *Convention Facilities Issue* are available from Meeting-Site Service.

See page 198

WEST PALM BEACH

Railroads: F.E.C.; S.A.L.
Airlines: EAL, NAL, QA

Hotel George Washington (HSMA)

See Advertisement, Page 56

1st St. & Flagler Drive (Phone: 8191)
Manager: Hubert D. England
Convention Season: All year
Largest Group Accommodated: 400 (Jan. 15 to Mar. 15—can protect to 50 room occupancy and 4 suites.) Other time—to as many as 100 rooms and 8 suites)
Convention Rates: Single: from 5.00; Double: from 8.00; Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Rates for Meals: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Deep-see fishing, swimming, cruise inland waters

Pennsylvania

Evernia at Flagler (Phone: TE 2-7101)
Manager: H. E. Glass
Convention Season: Large Groups: Mar. 1 to Feb. 1; Small Groups: Feb. 1 to Mar. 1
Largest Group Accommodated: 500 (300 rooms, 10 suites available)
Air Conditioning: All bedrooms
Convention Rates: Single: 5.00-8.00; Double: 8.00-12.00; Suites: 15.000-35.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors of many types
Stage: Available
Sports Facilities: Golf, swimming, tennis, sailing, fishing

GEORGIA

ALBANY

Railroads: A. & N., A.C.L., S.A.L.: C. of Ga., G.N.
Airlines: EAL, SOU

New Albany Hotel

Pine & Jackson Sts. (Phone: HEmlock 2-6231)
Manager: Sam Farkas
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms, 2 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-6.50; Double: 8.00-10.00; Suites: 15.00-29.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 100.00
Charges for Exhibit Areas: 25.00 to 100.00
Net Exhibit Space: 5,000 sq. ft. on one floor separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

Radium Springs

Radium Springs Road (Phone: HE 6-3345)
Manager: Carl Caldwell
Convention Season: All year, prefer May, Sept. Oct. and Nov.

Largest Group Accommodated: 100 (50 rooms, 4 suites available)
Air Conditioning: All bedrooms, small banquet rooms
Convention Rates: Single: 5.00-8.00; Double: 7.50-13.00; Suites: 19.00-21.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 4,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, fishing, golfing, badminton, shuffleboard

ATLANTA

Railroads: C. of Ga.; S.A.L.; L. & N.; Southern; A. & W. Pt.; Ga.; A.C.L.; N.C. & St. L.
Airlines: CAP, DAL, EAL, SOU

CONVENTION BUREAU

Atlanta Convention Bureau
912 Rhodes-Haverty Bldg. (3)
Walter E. Crawford, Executive Vice President

AUDITORIUM

Atlanta Municipal Auditorium

30 Courtland St., S.E. (JA 2-6371)
Manager: H. H. Niebruegge
Exhibit Areas: Arena, 10,290 sq. ft.; Taft Hall 4,000 sq. ft.; Ex. Hall #1, 5,500; Ex. Hall #2, 4,400 sq. ft.; Ex. Hall #3, 7,000 sq. ft.; Com. Room #1, 1,316 sq. ft.; Com. Room #2, 2,386 sq. ft. Sky Room, 7,500 sq. ft.
Rental Fees and Services: Arena $300 per day; Taft Hall, $100; Ex. Hall #1, $100; Ex. Hall #2, $75; Ex. Hall #3, $125; Com. Room #1, $25; Com. Room #2, $40; Sky Room, $100. Includes heat, light, water, janitor service, 2 forklift trucks and operators, and labor that can be spared.
Floor Load: Unlimited. **Ventilation:** Fully air conditioned

Dimensions, Opening to Exhibit Hall: Truck door 11 ft. high
Columns: None to Main Arena; Ex. Hall #2 and #3, 18 in. on 20 ft. centers
Utilities: 208 volt current, gas hot water
Loading Facilities: Two forklift trucks and operators
Storage Areas: Basement, sufficient for all shows
Meeting Rooms and Capacities: Committee Rooms #1 and #2, 125 and 250
Facilities for Food Functions: Outside caterers can serve banquets up to 1,200
Parking Facilities: Limited; commercial lots adjacent have space for 600 cars
Distance from Business District: Five blocks

Atlanta Biltmore (HSMA)

See Advertisement, Page 75

W. Peachtree, 5th, 6th & Cypress Sts. (Phone: Emerson 3461)
Manager: D. C. Beusse
Sales Manager: Charlie L. Bird
Convention Season: All year
Largest Group Accommodated: 775 (350 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, 80% of bedrooms
Convention Rates: Single: 7.00-12.00; Double: 10.00-16.00; Suites: 22.50-60.00
No. Mtg. Rms. & Capacity of Largest: 27 (2,500)
No. Banquet Rms. & Capacity of Largest: 27 (2,500)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 2.50; Dinner: from 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 23,098 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis nearby

Dinkler Plaza Hotel (HSMA)

See Advertisement, Page 75

98 Forsyth St. N.W. (Phone: JAckson 4-2461; Telegraph AT298)
Manager: George Fowler
Sales Manager: Jon Barnes
Convention Season: All year
Largest Group Accommodated: 750 (300 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.50; Double: 10.00-12.50; Suites: 36.50-41.00. European
No. Mtg. Rms. & Capacity of Largest: 19 (2,000)
No. Banquet Rms. & Capacity of Largest: 19 (1,500)
Group Meal Rates: Breakfast: 1.75; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 to 450.00
Net Exhibit Space: 10,634 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors of all sizes
Stage: Available

Georgia Hotel

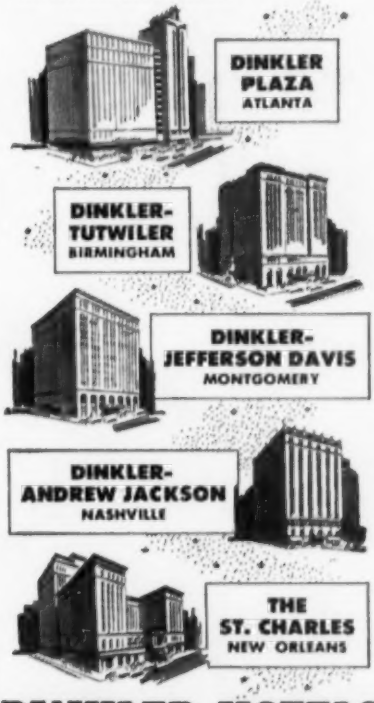
Luckie and Cone Sts. (Phone: JA 4-3261)
Manager: J. Wade Linder
Sales Manager: Grady L. Elliott
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: from 4.00; Twin: from 7.50; Double: from 16.00; Suites: from 15.00
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: from .75; Lunch: from 1.00; Dinner: from 1.50
Liquor: Bottles only
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Stage: Yes

Henry Grady Hotel (HSMA)

210 Peachtree St. (Phone: Lamar 3211)
Manager: L. O. Moseley
Sales Manager: J. P. (Jim) Hovis
Convention Season: All year
Largest Group Accommodated: 750 (550 rooms, 17 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 6.00; Double: from 9.50; Suites: from 20.00
No. Banquet Rms. & Capacity of Largest: 8 (350)
No. Mtg. Rms. & Capacity of Largest: 8 (350)
Group Meal Rates: Breakfast: from 1.00; Lunch: from 1.50; Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 300.00
Net Exhibit Space: 7,800 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

DINKLER IS CONVENTION-CONSCIOUS

More than two years of extensive work and the expenditure of over a million dollars have provided Dinkler Hotels with the most advanced, ultra modern convention facilities in the South. All technical equipment, the latest audio and visual devices, excellent lighting, giant ballrooms that sub-divide to allow for groups of various sizes, new restaurants, completely redecorated guest rooms, 100% air-conditioning and ample parking are among the many features that have placed Dinkler first for conventions in Dixie.



DINKLER HOTELS

Carling Dinkler, *President*
Carling Dinkler, Jr., *Vice Pres. & Gen. Mgr.*

SEND FOR YOUR DINKLER CONVENTION BROCHURE

MR. CARLING DINKLER, JR.
DINKLER HOTELS CORP.
THE DINKLER PLAZA
ATLANTA 1, GEORGIA

Please send me your complete brochure on Dinkler Convention facilities in the South.

Name_____
Organization_____
Title_____
Address_____
City_____ Zone____ State____

GEORGIA
continued

AUGUSTA

Railroads: A.C.L.; A. & S.; C. of Ga.; Ga.; C. & W.C.; G. & F.; Southern
Airlines: DAL, EAL

AUDITORIUM

Bell Auditorium
712 Telfair St. (Phone: 2-7070)
Manager: J. F. Bedingfield
Exhibit Areas: 10,800 sq. ft.
Rental Fees: On application
Floor Load: 1,000 lbs. per sq. ft.
Ventilation: Good
Ceiling Height: 42 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 6 ft.
Columns: None
Utilities: 600 Amp. current
Loading Facilities: Fair
Meeting Rooms: Four
Facilities to Handle Food Functions and Banquet Capacities: Limited, 1,000
Parking Facilities: Fair
Distance from Business District: Three blocks

Bon Air Hotel (HSMA)
See Advertisement, Page 76
Walton Way & Hockman Rd. Phone: 3-3661)
Manager: Ralph Breshears
Sales Manager: M. M. Witherspoon
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms, 20 suites available)
Air Conditioning: All banquet and meeting rooms, 300 bedrooms
Convention Rates: Single 5.00-8.00; Double: 8.00-12.00; Suites: 18.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,300)
No. Banquet Rms. & Capacity of Largest: 10 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 14,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, fishing, hunting, ping pong, putting

Richmond Hotel
744 Broad St. (Phone: 2-5541)
Manager: Ray Campbell
Sales Manager: Mrs. Anne F. Robertson
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.25; Double: 7.00-11.00; Suites: 14.00-16.00
No. Mtg. Rms. & Capacity of Largest: 7 (275)
No. Banquet Rms. & Capacity of Largest: 7 (275)
Group Meal Rates: Breakfast: .50 to 1.25; Lunch: .55 to 1.40; Dinner: 1.50 to 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if meal is served
Net Exhibit Space: 4,550 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, podium, blackboard
Stage: Available
Sports Facilities: 3 golf courses

COLUMBUS

Railroads: C. of Ga.; S.A.L.; So. Ry.
Airlines: DAL, EAL, SOU

AUDITORIUM

Columbus Municipal Auditorium
(Phone: FA 3-5927)
Manager: Hubert Stubbs
Exhibit Areas and Square Footage of Each: One—16,000 sq. ft.
Rental Fees and Services Included in Rent: For afternoon performance $125.00 or 10% whichever is the greater. Evening performance $150.00 or 10% whichever is greater.
Ventilation: 14—36" Exhaust fans
Ceiling Height: 55 ft. PA System: Yes
Dimensions, Opening to Exhibit Hall: 171 ft. long, 192 ft. wide
Columns, Locations and Dimensions: None
Current and Utilities Available: 12—110 outlets, 6 telephones & 6 microphone, 12—220 outlets in arena floor
Loading Facilities: Two 12 ft. ramps at rear doors
Locations, Size of Storage Areas: Ample
Parking Facilities: 1,500 cars
Distance from Business District: 8 blocks

Ralston Hotel
12th St. & 2nd Ave. (Phone: FAirfax 2-7331)
Manager: O. L. Betts, Jr.
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms, suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.50; Double: 7.00-10.00; Suites: 15.00-26.50. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Set-ups & Service
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, easels, blackboards, all types of projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, boating, fishing

MACON

Railroads: C. of Ga.; M.D. & Sav.; Ga. So. & F.; Southern
Airlines: DAL, EAL

Hotel Dempsey
Cherry at Third (Phone: 2-2511)

FORE!
...YOUR NEXT CONVENTION "THE GOLF CAPITAL OF THE NATION"

AUGUSTA GEORGIA
RESORT OF PRESIDENTS
HOME OF THE "MASTERS TOURNAMENT"

Bon Air
HOTEL

Check these highlights
• 400 guest rooms
• 10 function rooms (banquet capacity—800; meeting capacity—1000)
• 12 acres of beautiful grounds featuring Olympic Swimming Pool, 18-hole putting green, Free Parking.
• A staff of convention specialists
• Superb cuisine
• Nightly entertainment

Information and literature on request:
M. M. WITHERSPOON, SALES MANAGER

SILVER PLATTER SERVICE

IN SAVANNAH, GEORGIA
- Air Conditioned
- Meeting Space for 750
- 300 Spacious Guest Rooms
- 7 Meeting Rooms
- Easily Accessible
  - 3 Airlines
  - 5 Railroads
- Golf Facilities—5 minutes away
- Supper Club and Lounge
- Swimming Pool

THE DESOTO
A Savannah Tradition

DON B. GRADY, Gen'l. Mgr.
ANGIE BARKER, Sales Mgr.

Manager: W. P. Jackson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-11.00; Double: 7.00-13.00; Suites: 25.75-33.39
No. Mtg Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 2.00 up; Dinner: 2.75 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None where meal is served
Audio-Visual Aids: PA system
Stage: Available

ST. SIMONS ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann; A.C.L. to Nahunta
Airlines: DAL, EAL

King & Prince Hotel

(Phone: 3411)
Manager: Gadi Timbes
Convention Season: All year, except Mar & Apr.
Largest Group Accommodated: 150 (75 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 40 bedrooms
Convention Rates: Single: 14.50-18.50; Double: 22.50-28.50; Suites: 34.00-46.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,533 sq. ft., 3,466 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Shuffleboard, table tennis, cycling, horseback riding, golf, tennis, fishing, private beach & freshwater swimming pool

SAVANNAH

Railroads: A.C.L.; C. of Ga.; S.A.L.; Southern; Sav. & A.
Airlines: DAL, EAL, NAL

The De Soto

See Advertisement, Page 76
Liberty & Bull Sts. (Phone: ADams 2-0171)
Manager: Don B. Grady
Sales Manager: Miss Angie Barker
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-14.00; Double: 8.00-15.00; Suites: 18.00-40.00. European
No. Mgt. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (650)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, screen, projectors available in city
Stage: Available
Sports Facilities: Swimming pool

General Oglethorpe

See Advertisement, Page 77
Wilmington Island (Phone: Adams 3-7771)
Manager: Loyd Bumpas
Sales Manager: Louise K. Corbell
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 14 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.00; Double: 10.00-16.00; Suites: 11.00-15.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 1.35; Lunch: 2.15; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 1.00 per front ft. per day
Net Exhibit Space: 9,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector
Stage: Available
Sports Facilities: Golf course, tennis, badminton, deep sea fishing, boating & water skiing

Manager Hotel (HSMA)

Bull & Congress Sts. (Phone: Adams 2-6121; Teletype: SV-4055)
Manager: Harry Weissinger
Sales Manager: Bernard Gleason
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-8.50; Double: 8.50-12.00; Suites: from 15.00
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Group Meal Rates: Breakfast: from 1.00; Lunch: from 1.50; Dinner: from 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: from 10.00
Net Exhibit Space: 6,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

SEA ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann; A.C.L. to Nahunta
Airlines: DAL, EAL

The Cloister Hotel

(Phone: 3611)
Manager: I. A. Harned
Convention Season: All year except Feb. 15 to May 15
Largest Group Accommodated: 100 (75 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 18.00-26.00; Double: 27.00-47.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,500 sq. ft. on one floor, separate areas
Audio-Visual Aids: PA system, spotlights, tape recorder, 16mm sound projector, blackboards
Stage: Available
Sports Facilities: Golf, tennis, cycling, fishing, putting course, croquet, shuffleboard, lawn bowling, horseback riding, skeet shooting, pool and ocean swimming

IDAHO

BOISE

Railroads: U.P. Sys.
Airlines: UAL, WCA

Hotel Boise

See Advertisement, Page 42
8th & Bannock (Phone: 2-5511)
Manager: George Horning
Convention Season: All year
Largest Group Accommodated: 320 (160 rooms)
Air Conditioning: Banquet and meeting rooms, 25 bedrooms
Convention Rates: Single: 6.00-8.50; Double: 8.50-12.50; Suites: 14.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screen, projectors on rental basis
Stage: Available
Sports Facilities: Golf, skiing, swimming, fishing

Owyhee Hotel

See Advertisement, Page 42
1109 Main St. (Phone: 3-4611)
Manager: Fred Norman
Convention Season: All year
Largest Group Accommodated: 160 (90 rooms)
Air Conditioning: Entire Hotel
Convention Rates: Single: 5.50-12.00; Double: 7.50-15.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.40; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easel, screens
Stage: Available
Sports Facilities: Sinking, fishing, hunting, golf, trap shooting, swimming

SUN VALLEY

Railroads: U.P. Sys.
Airlines: UAL, WCA

Sun Valley Lodge & The Challenger Inn (HSMA)

See Advertisement, Page 78
(Phone: 3311)
Manager: Winston McCrea
Sales Manager: Adolph Roubicek
Convention Season: Apr. 15-June 30, after Labor Day to Oct. 15
Largest Group Accommodated: 500 (292 rooms, 4 suites available)
Convention Rates: Single: 21.00; Double: 18.00 per person; Inn: 19.00 single, 16.00 per person double. American
No. Mtg. Rms. & Capacity of Largest: 8 (479)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Comes with American plan rate
Net Exhibit Space: 1,700 sq. ft.
Audio-Visual Aids: PA system, spotlight, 16mm, 35mm and 3¼ x 4 projectors
Stage: Available
Sports Facilities: Golf, ice skating, horseback riding, bowling, tennis, trap and skeet shooting

FREE SERVICE

For Meeting Planners

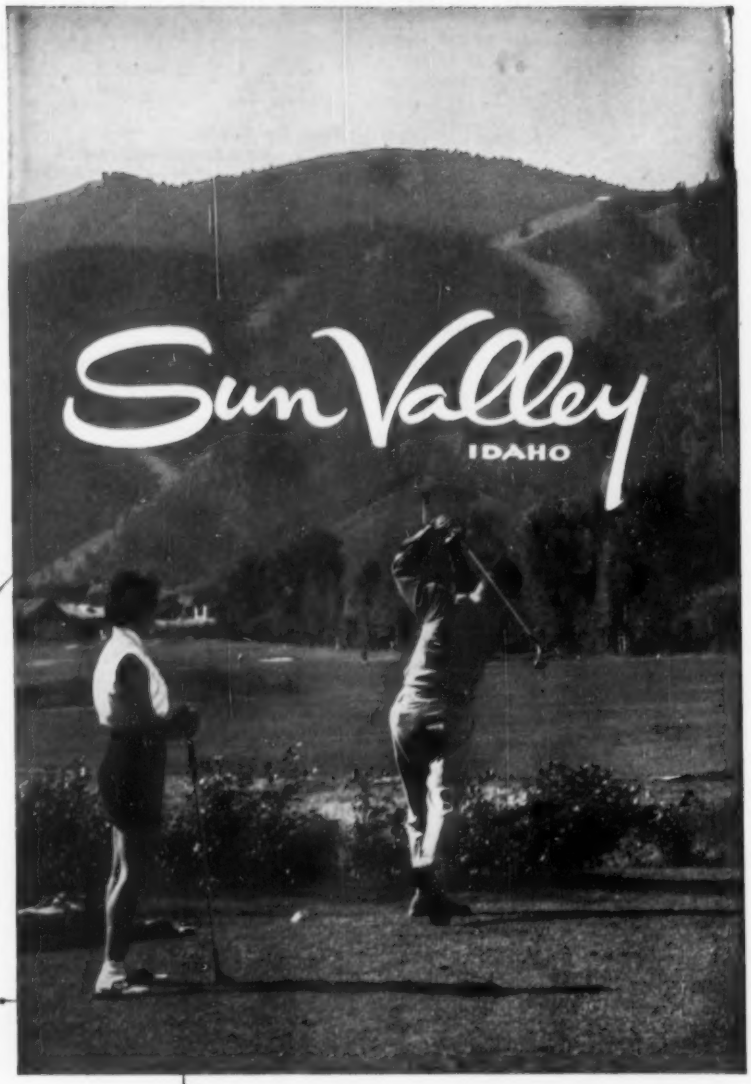
Need help to find the right spot for your meetings? See page 198.

the **convention spot** *that has* **everything** *

As many of our convention visitors have put it, "Here's one place where business is a pleasure!"

And no wonder! When the day's meetings are over, you're only minutes away from your favorite form of fun—playing golf, ice skating, shooting trap or skeet, fishing, swimming or just sitting and soaking up the sun.

We would welcome the opportunity to show you how nicely our facilities will fit your convention requirements. For free convention folder and the complete story, just write Mr. Winston McCrea, Manager, Sun Valley, Idaho.



MEETING ROOMS

No. of Rooms	Max. Capacity
OPERA HOUSE	500
DUCHIN ROOM	100
SLALOM ROOM	100
Numerous smaller rooms	20 to 50

BANQUET ROOMS

No. of Rooms	Max. Capacity
LODGE DINING ROOM	350
CONTINENTAL	600

Liquor by the drink available per state laws except Sunday and designated holidays.

RATES

AMERICAN PLAN

$15 per person, two in a room

$18 per person, single room

EUROPEAN PLAN

RATES ON REQUEST

CAPACITY

Sleeping accommodations for 500 persons

*GOLF • TENNIS • SWIMMING
HORSEBACK RIDING • FISHING
SKEET AND TRAP SHOOTING
MOVIES • BOWLING
DRIVE YOURSELF SERVICE
OUTDOOR ICE SKATING • DANCING
AND EVENING ENTERTAINMENT

UNION PACIFIC RAILROAD

OWNED AND OPERATED BY UNION PACIFIC RAILROAD

ILLINOIS

CHICAGO

Railroads: G.M. & O.; Santa Fe; Balt. & Ohio; Burl.; Chi. & E. Ill.; C. & N.W.; Chi. & W. Ind.; Chi. Gt. W.; Chi., Ind. & Louisv.; C.M. St. P. & P.; Erie; Grank Tk.; Ill. Cent.; Mich. Cent.; N.Y. Chi. & St. L.; Penna.; Wab.; C. & I.W.; B. of C.; C. & O.; C.A. & El.; C.J.; Ch. S. Sh. & So. B.; C.N.S. & M.; C.R. & I.; I.N.; M. Jn.; B. & O. C. T.; C.C.C. & St. L.; N.Y.C.; C.R.I. & P.; Ind Harbor Belt; Soo Line
Airlines: AAL, BNF, CAP, CAL, DAL, EAL, LCA, NOR, NWA, OZA, TCA, TWA, UAL

CONVENTION BUREAU
Chicago Convention Bureau
134 N. LaSalle St. (2)
Chester A. Wilkins, Executive Director

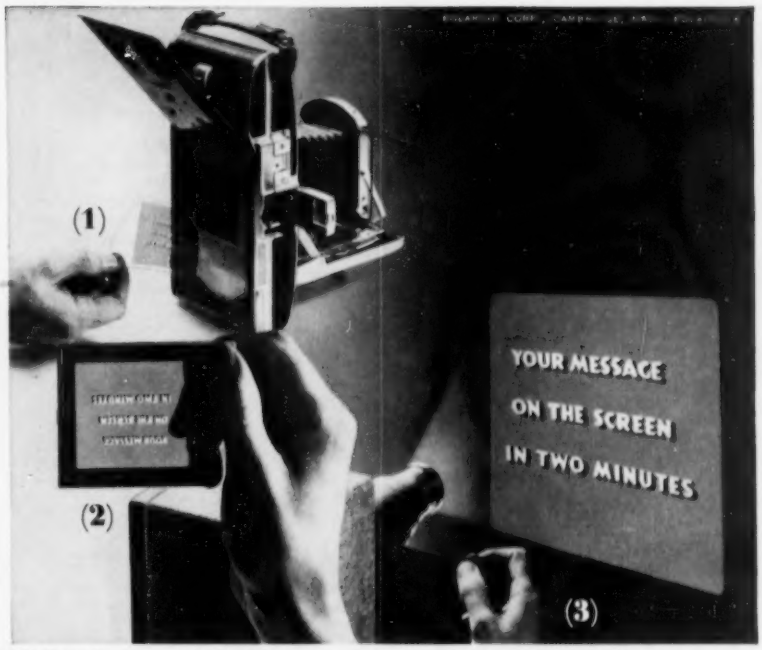
AUDITORIUM

International Amphitheatre
See Advertisement, Page 79
41st and S. Halsted Sts. (YArds 7-5580)
Manager: Merton E. Thayer
Exhibit Areas: 585,000 sq. ft.
Rental Fees and Services: On application
Floor Load: First floor, unlimited; second, 180 lbs. per sq. ft.
Ventilation: Natural and forced air; Arena and side halls air conditioned
Ceiling Height: 14 ft. 23 ft., 87 ft., 20 ft., 27 ft.
P. A. System: In main Arena and adjoining six halls
Dimensions, Opening to Exhibit Hall: 14 ft. high by 16 ft. wide
Elevators and Capacities: Two, 8,000 lbs.
Columns: 2 ft. diameter: 25.5 ft. by 26 ft. and 26 ft. by 52 ft., 40 ft. by 60 ft.
Utilities: Gas, water, drainage, steam, AC—any capacity
Loading Facilities: Railroad siding in building, ample truck doors
Meeting Rooms and Capacities: Ten 15 to 500; Arena, 13,500
Banquet Capacity: 8,000
Parking Facilities: 7,500 cars
Distance from Business District: Three and a half miles

Navy Pier
Lake Front and Grand Ave. (RAndolph 6-8000, Ext. 2274)
Manager: John J. Manley, Port Manager
Exhibit Areas: 350,000 sq. ft.
Rental Fees and Services: On application
Floor Load: 100 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 24 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14.5 ft. by 19 ft.
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: 16 loading doors
Storage Areas: 50,000 sq. ft.
Meeting Rooms and Capacities: 300 to 2,500
Parking Facilities: Several thousand cars
Distance from Business District: 1.5 miles

AUDITORIUM

Chicago Coliseum
1513 S. Wabash Ave. (WAbash 2-5862)
Manager: Kenneth Watson, Gen. Mgr.
Exhibit Areas: 92,000 sq. ft., main floor; 21,700 sq. ft., balcony
Rental Fees and Services: On application
Floor Load: 150 lbs. to unlimited
Ventilation: Natural and artificial
Ceiling Height: 16 ft. to 90 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.; 16 ft. by 18 ft.
Elevators and Capacities: One, 10,000 lbs.
Utilities: AC current, any capacity; gas, water; drainage
Loading Facilities: Direct
Storage Areas: Ample
Meeting Rooms and Capacities: Coliseum, 9,000; North Hall, 4,000; Ballroom, 1,000
Facilities for Food Functions and Banquet Capacity:
Parking Facilities: Good
Distance from Business District: One mile



(1) Snap it . . . see it! (2) Slip it into a mount, and (3) project it as big as you want.

Polaroid Corporation Announces

QUICK, EASY WAY TO MAKE SLIDES

Now with a standard Polaroid Land Camera, you can make slides for Sales Meetings, and project them immediately.

Polaroid Corporation has perfected a film which produces black-and-white slides right in a *regular* Polaroid Land Camera. Just click the shutter and two minutes later you have a slide ready for projection.

These on-the-spot slides can help you tell a picture story to everyone—prospects, existing customers, the field selling force, management. A versatile Copymaker is available to make slides from any text, existing photographs, charts, graphs or titles. Or, if you wish, you can take the camera into the field to photograph products, displays, and other material.

Two sizes are available—2¼ x 2¼, and 3¼ x 4 for use in existing "lantern slide" projectors.

These slides cost about ⅕ as much as conventional slides. But the real saving is in the time and effort that it takes to put any picture on the screen. Send in this coupon for detailed information, plus booklet, "On Your Feet," loaded with hints for your next speech.

Polaroid Corporation
Dept. S-115 Cambridge 39, Mass.
Please send me detailed information on the new Polaroid transparency system.
NAME _____
POSITION _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____
STATE _____

International Amphitheatre
Home of the Chicago Automobile Show—Chicago National Boat Show—Chicago International Sports and Outdoor Exposition—International Live Stock Exposition—International Kennel Club Dog Show—International Dairy Show and Rodeo—The Chicago Home of the National Metal Exposition—International Heating and Air-Conditioning Exposition, Republican and Democratic National Conventions, National Packaging Exposition, Materials Handling Exposition, National Machine Tool Builders' Show, Road Builders Show and other leading Expositions.

585,000 Sq. Ft. Exhibit Space — **Individual Halls 4,000 to 180,000 Sq. Ft.**
ARENA Seats 13,500 and is Air Conditioned — **Many Smaller Meeting Rooms**
New Public Address System — **Parking for 7,500 Cars** — **15 Minutes from Loop Hotels**
Adjoining Stock Yard Inn and the Saddle & Sirloin Club, also available for your meetings, conventions and banquets

International Amphitheatre — **42nd & Halsted, Chicago 9, Ill.**

ILLINOIS

Chicago continued

8th Street Theatre

Operated by Conrad Hilton Hotels
741 S. Wabash Ave. (Phone: WEbster 9-3434)
Manager: Louis Liss
Exhibit Areas: 1,380 sq. ft. in foyer
Floor Load: 140 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 30 ft.
Utilities: Unlimited AC and DC, water, steam, drainage. **PA System:** Yes
Loading Facilities: Receiving door on stage
Storage Areas: Limited
Seating Capacity: 1,300
Parking Facilities: Available
Distance from Business District: Three blocks

Ambassador Hotels (HSMA)

N. State & Goethe Sts. (Phone: Superior 7-7200)
Manager: Elliott Mizelle
Sales Manager: Phyllis Royce
Convention Season: All year
Largest Group Accommodated: 150 (350 including suites)
Air Conditioning: Entire hotel
Convention Rates: Single: from 15.75; Double: from 19.75; Suites from 35.00
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: from 2.50; Lunch: 3.00; Dinner: 6.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food and liquor are served
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Stable, sun deck, swimming at Lake Michigan 2 blocks

The Conrad Hilton Hotel (HSMA)

See Advertisement, Page 18

Balbo & Michigan Ave. (Phone: Wabash: 2-4400)
Manager: Robert F. Quain
Sales Manager: MacLellan E. King
Convention Season: All year
Largest Group Accommodated: 3,000 (1,800 rooms, 125 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 7.00; Double: from 12.50; Suites: from 22.00
No. Mtg. Rms. & Capacity of Largest: 27 (3,008)
No. Banquet Rms. & Capacity of Largest: 8 (1,606)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 1,000
Net Exhibit Space: 42,000 sq. ft. on one floor
Audio-Visual Aids: All types including closed-circuit TV, PA system, spotlights
Stage: Available

The Del Prado

Hyde Park Blvd & E. 53rd St. (Phone: HY 3-9600)
Manager: Robert E. Langford
Sales Manager: Peter H. Dahmlow
Convention Season: All year
Largest Group Accommodated: 510 (250 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms and 100 bedrooms
Convention Rates: Single: 7.00-11.00; Double: 10.00-14.00; Suites: 18.00-24.00
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 2.00-3.50; Lunch: 2.50-5.50; Dinner: 3.50-7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 to 200.00 if no food served
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, rostrums
Stage: Available
Sports Facilities: Boating, fishing, swimming, tennis, golf, horseback riding

The Drake (HSMA)

See Advertisement, Page 81

140 E. Walton (Phone: Superior 7-2200)
Manager: L. E. Schoenbrunn
Sales Manager: G. E. R. Flynn
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-14.75; Double. 13.50-19.50; Suites: 28.00-55.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (800)
No. Banquet Rms. & Capacity of Largest: 11 (750)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.50; Dinner: 6.00 (plus tax & 13% fee)
Liquor: Served in hotel, also have a retail liquor store
Charges for Mtg. Rms.: Depends on overall arrangements
Charges for Exhibit Areas: Depends on overall arrangements
Net Exhibit Space: 5,650 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projector, screens
Stage: Available
Sports Facilities: Swimming at public Beach

Edgewater Beach Hotel (HSMA)

See Advertisement, Page 134

5349 Sheridan Road (Phone: LOngbeach 1-6000)
Manager: Neal Lang
Sales Manager: Louis E. Rogers
Convention Season: All year
Largest Group Accommodated: 1,000 (550 rooms, 125 suites available)
Air Conditioning: Banquet and meeting rooms, most bedrooms
Convention Rates: Single: 7.50-16.00; Double: 9.50-20.00; Suites: 22.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 28 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 105.00 for 24 hours
Net Exhibit Space: 32,000 sq. ft. on one floor, some separate area
Audio-Visual Aids: PA system, spotlights, all types and sizes of projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, shuffleboard, boating, horseback riding

Northwest Orient Airlines proudly announces

IMPERIAL SERVICE

featuring complimentary Champagne

Delegates arrive at the convention relaxed and refreshed when they fly Northwest's wonderful new Imperial Service . . . continental cuisine . . . reserved seating . . . cocktail service . . . radar-smooth flights in any weather. So wherever you're going, fly Northwest Orient Airlines new Imperial Service.

31 years of superior Airmanship

NORTHWEST *Orient* AIRLINES

NOW! Fly your family with you for half-fare on Saturdays as well as Monday noon through Thursday noon

The Drake, Chicago's Distinguished Hotel, enjoys one of the most envied locations of any hotel, anywhere. At its doorstep, the shores of Lake Michigan. In its background, Chicago's lofty skyscrapers and the very heart of Chicago's major business and shopping centers.

700 quiet, air-conditioned rooms (with television, if you wish) are luxuriously appointed, beautifully maintained. Yet The Drake costs no more.

Conventions go like clockwork! Here are four large air-conditioned meeting and banquet rooms with facilities for 750. Plus 16 air-conditioned committee rooms, accommodating from 25 to 300 persons.

Fine Food is synonymous with The Drake. The beautiful Camellia House offers dining and dancing every evening. Sea food connoisseurs from every corner of the globe praise the food in the charming Cape Cod Room. The Oak Room, overlooking the lake, features breakfast, luncheon and dinner at moderate prices. And for cocktails, you'll find The Garden Bar and The Coq d'Or delightful.

The Drake

AT THE LAKE

L. E. Schoenbrunn, General Manager
Dick Flynn, Vice-President in charge of Sales
TELEPHONE: SUperior 7-2200 Teletype No. CG1586

A city within a city! In addition to its many services and staff of trained personnel, The Drake combines convenience to the downtown district with the added advantage of being well removed from the stress and noise of the Loop.

Finest
CONVENTION FACILITIES
in 19 Major Cities

HEART OF CITY LOCATIONS
AIR-CONDITIONED FUNCTION ROOMS
OUTSTANDING ACCOMMODATIONS
for groups large or small

ALWAYS THE BEST FOR EVERY GUEST
ALBERT Pick HOTELS

Chicago.....PICK-CONGRESS
Cleveland....PICK-CARTER
Detroit.....PICK-FORT SHELBY
Minneapolis..PICK-NICOLLET
Pittsburgh....PICK-ROOSEVELT

OTHER ALBERT PICK HOTELS
Birmingham, Ala....Pick-Bankhead
Canton, O.....Pick-Belden
Cincinnati, O.....Pick-Fountain Square
Columbus, O.....Pick-Fort Hayes
Dayton, O.....Pick-Miami
Evanston, Ill.....Pick-Georgian
Flint, Mich.....Pick-Durant
Indianapolis, Ind....Pick-Antlers
St. Louis, Mo.....Pick-Mark Twain
Pick-Melbourne
South Bend, Ind.....Pick-Oliver
Toledo, O.....Pick-Fort Meigs
Topeka, Kan.....Pick-Kansan
Washington, D.C....Pick-Lee House
Youngstown, O.....Pick-Ohio

For reservations or information write, call or teletype
ROY POWELL
General Sales Manager

Albert Pick Hotels
20 N. WACKER DRIVE · CHICAGO 6
Phone STate 2-4975 · Teletype CG-1746
New York Sales · 60E. 42nd St., N.Y.C. 17

ILLINOIS
Chicago continued

Hamilton Hotel (HSMA)
20 S. Dearborn St. (Phone: Randolph 6-6100)
President: Samuel Leeds
Sales Manager: R. L. Klick
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, 30% of bedrooms
Convention Rates: Single: 4.50-8.00; Double: 7.00-11.00; Twins: 10.00-14.00; Suites: 18.00-35.00. American
No. Mtg. Rms. & Capacity of Largest: 11 (700)
No. Banquet Rms. & Capacity of Largest: 11 (700)
Group Meal Rates: Breakfast: .60 to 1.25; Lunch: .85 to 1.85; Dinner: .90 to 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if sleeping rooms reserved
Charges for Exhibit Areas: None if sleeping rooms reserved
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

LaSalle Hotel (HSMA)
See Advertisement, Page 82
10 N. LaSalle St. (Phone: FRanklin 2-0700)
Manager: A. M. Quarles
Sales Manager: M. P. Mathewson
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 35 suites available)
Air Conditioning: Banquet and meeting rooms, 350 bedrooms
Convention Rates: Single: from 7.50; Double: from 14.50; Twins: from 12.50; Suites: from 27.50
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 16 (650)
Group Meal Rates: Breakfast: from 2.50; Lunch: from 3.00; Dinner: from 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: According to food functions
Net Exhibit Space: 15,000 sq. ft., including 10,000 sq. ft. on one floor
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available

Morrison Hotel (HSMA)
See Advertisment, Page 82
79 W. Madison St. (Phone: FR-29600)
Manager: John B. Grande
Sales Manager: John M. Logsdon
Convention Season: All year
Largest Group Accommodated: 2,500 (1,850 rooms, 150 suites available)
Air Conditioning: Banquet and meeting rooms, over 1,000 bedrooms
Convention Rates: Single: from 6.50; Double: from 10.50; Twins: from 14.50; Suites: from 27.00
No. Mtg. Rms. & Capacity of Largest: 30 (1,800)
No. Banquet Rms. & Capacity of Largest: 30 (1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 21,000 sq. ft. on one floor
Audio-Visual Aids: Many types available, PA system, spotlights
Stage: Available

Hotel North Park
1931 Lincoln Park West (Phone: MOhawk 4-3200)
Manager: Roy H. Lund
Convention Season: All year
Largest Group Accommodated: 250 (75 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 8.00-10.00; Double: 10.50-14.00; Suites: 15.50-45.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Net Exhibit Space: 3,240 sq. ft. on one floor
Audio-Visual Aids: PA system, screens
Sports Facilities: Swimming & horseback riding

Palmer House (HSMA)
See Advertisement, Page 18
State & Monroe (Phone: Randolph 6-7500)
Manager: Vernon Herndon
Sales Manager: A. W. Lefaivre

334,000 SQUARE FEET
OF AIR-CONDITIONED EXHIBIT SPACE at the
Morrison Hotel
Madison & Clark
Chicago

- for business meeting, big show, convention of any size.
- function room floor accommodates 50 to 2500.
- 900 exhibit rooms and exhibit halls for 1250 exhibitors.
- 46 floors; 1867 rooms; Over 1000 air-conditioned; the world's tallest hotel!

WM. KENNING RUBIN, Pres.
JOHN B. GRANDE, Gen. Mgr.
JOHN LOGSDON, Dir. of Sales
TELETYPE CG 1685 FRanklin 2-9600

hold your next meeting at the
La Salle HOTEL
LA SALLE AND MADISON
CHICAGO

Teletype CG 28

- Complete facilities adaptable to any type of function
- *Personalized* attention to every detail
- Convenient to railroad terminals
- Located in the center of downtown Chicago
- Gracious, modern atmosphere, plus traditional LaSalle hospitality

WRITE FOR ROOM CHARTS, FLOOR PLANS AND FULL DETAILS
A. M. QUARLES, VICE PRESIDENT AND GENERAL MANAGER
M. P. MATHEWSON, SALES DIRECTOR

TWA

PUTS
WINGS
ON
CONVENTION
PLANNING

When it comes to a Chicago convention, here's a tip! Ask TWA for help . . . from site planning to round-trip transportation!

Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . relaxing recreation.

Chicago is a "natural" for these meetings. It's centrally located. And TWA serves it with more than 60 flights every day.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office today. Or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N. Y.

FLY THE FINEST

FLY TWA

ILLINOIS

Chicago continued

Convention Season: All year
Largest Group Accommodated: 2,500 (1,200 rooms, 80 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-16.50; Double: 14.50-24.00; Suites: from 30.50, European
No. Mtg. Rms. & Capacity of Largest: 25 (1,500)
No. Banquet Rms. & Capacity of Largest: 25 (1,500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Nominal
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 21,800 sq. ft. on one floor, separate area
Audio-Visual Aids: All types available, PA system, spotlights
Stage: Available

Pick-Congress Hotel (HSMA)

See Advertisement, Page 82

520 S. Michigan Ave. (Phone: HArrison 7-3800)
Manager: William J. Burns
Sales Manager: Fred G. Fischer
Convention Season: All year
Largest Group Accommodated: 400
Air Conditioning: Banquet, halls, 70% bedrooms
No. Mtg. Rms. & Capacity of Largest: 30 (1,000)
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: Movie screen
Stage: Yes

St. Clair Hotel

162 E. Ohio St. (Phone: Superior 7-4660)
Manager: Malcolm James
Sales Manager: David J. Gardner
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 100 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 6.50-12.00; Double: 10.00-17.50; Suites: 17.50 up
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if banquets are held
Net Exhibit Space. 6,000 sq. ft. on one floor
Audio-Visual Aids: Many types available, PA system, spotlight
Stage: Available

Sheraton Hotel (HSMA)

See Advertisement, Page 84

505 N. Michigan (Phone: Whitehall 4-4100)
Manager: Harold P. Block
Sales Manager: Tom McDonald
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms, 250 bedrooms
Convention Rates: Single: 7.25-10.25; Double: 11.75-14.75; Suites: 17.75-55.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1,200)
No. Banquet Rms. & Capacity of Largest: 11 (1,200)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends upon catering functions
Charges for Exhibit Areas: Depends upon catering functions
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: All types available, PA system, spotlights
Stage: Available

IN CHICAGO

2 FAMED SHERATON HOTELS

THE SHERATON HOTEL: Magnificent Grand Ballroom accommodates 1600 for meetings, 1200 for banquets. Other function rooms for from 50-500 people. There are 450 bedrooms — all high above the city noise.

Thomas J. McDonald, *Sales Manager* — Harold P. Bock, *General Manager*

THE SHERATON-BLACKSTONE: One of the world's most celebrated hotels — famed for political and business conventions. Old World elegance — combined with complete convention facilities. 400 bedrooms and suites.

Douglas M. Boone, *General Manager* — Kenneth E. Anderson, *Sales Manager*

SHERATON *the proudest name in* HOTELS

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Meeting in CHICAGO? Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

No Convention Headaches When You Put...

All Your People Under One Roof... All Your Exhibits on One Floor At The SHERMAN

CHICAGO'S MOST CONVENIENT HOTEL

IT'S SO CONVENIENT TO CONVENE AT THE SHERMAN, where there are plenty of rooms for all your guests . . . plenty of single-floor space for all your exhibits. No time lost racing around town! No tiresome stair-climbing! No bothersome elevator-riding!

PLANNED SINGLE-FLOOR CONVENIENCE

- Over 40,000 square feet of air-conditioned exhibit space
- 27 air-conditioned meeting rooms, accommodating 10 to 2,000

PLUS . . .

- Exceptional banquet facilities, for functions of any size
- 1501 redecorated rooms, many air-conditioned
- Radio in every room — TV in many
- World-famous restaurants: College Inn Porterhouse, steak house of America — Well of the Sea, seafood flown fresh daily from the principal rivers, lakes, and oceans of the world. And for exceptional food at considerate prices, the smart Celtic Grill and Cocktail Corner are long-time favorites of both Chicagoans and visitors. The Coffee Shop and the Snack Bar provide excellent meals quickly
- The Sherman is in the heart of Chicago's shopping, theater, and financial district
- Drive-right-in convenience — the only hotel in Chicago with on-premise garage facilities. No waiting for busy doormen when you arrive . . . no waiting for delivery when you leave.

Danny Amico, Vice President and Director of Sales, backed by highly qualified staff, is on hand day and night to attend to all your convention requirements. For help in planning your next convention, phone, wire, or write Danny.

THE

SHERMAN

CHICAGO'S MOST CONVENIENT HOTEL

•

RANDOLPH, CLARK AND LASALLE STREETS

TELEPHONE: FRANKLIN 2-2100 • TELETYPE: CG 1387

ILLINOIS

Chncago continued

Sheraton-Blackstone Hotel (HSMA)

See Advertisement, Page 84

636 So. Michigan Ave. (Phone: HA 7-4300)
Gen. Mgr. Douglas M. Boone
Sales Manager: Kenneth E. Anderson
Convention Season: All year
Largest Group Accommodated: 250 (115 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50; Double: 14.50; Suites: 25.00-88.50
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Aseas: Vary
Net Exhibit Space: 2,420 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
Stage: Available

Hotel Sherman (HSMA)

See Advertisement, Page 85

Clark & Randolph Sts. (Phone: FRanklin 2-2100; Telegraph: CG1387)
Manager: Eugene E. Barrett
Sales Manager: Daniel Amico
Convention Season: All year
Largest Group Accommodated: 3,000 (1,501 rooms, 78 suites available)
Air Conditioning: Banquet and meeting rooms, 500 bedrooms
Convention Rates: Single: 6.45; Double: 10.45; Suites: 26.50. European
No. Mtg. Rms. & Capacity of Largest: 27 (2,000)
No. Banquet Rms. & Capacity of Largest: 27 (2,000)
Group Meal Rates: Variable
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable

ILZE TAURINS

WHEN A MODEL REPRESENTS A COMPANY, SHE IS THAT COMPANY IN THE PUBLIC MIND!

THAT'S WHY

NANCY SIMPSON

MODELS

ARE SELECTED FOR NATURAL CHARM QUALITY, REFINEMENT

64 W. RANDOLPH
CHICAGO 1, ILL.
ANdover 3-1856

Charges for Exhibiting Areas: Variable
Net Exhibit Space: 40,000 sq. ft. on one floor
Audio-Visual Aids: Many types available, PA system, spotlights
Stage: Available

DECATUR

Railroads: B. & O.; I.T. El.; Penna.; Wab.; Ill. Cent.
Airlines: OZA

Boss Orlando Hotel (HSMA)

Water & Wood Sts. (Phone: 4331)
Manager: Lake Conner
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 5.50-7.00; Double: 7.50-9.50; Twins: 11.00 & 12.00; Suites: 22.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: None if food is served
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis, boating

EAST ST. LOUIS

Railroads: Burl. Route; A. & S.; B. & O.; C. & E.I.; Frisco; I.T.; L. & M.; L. & N.; M.K.T.; M.P.; G.M. & O.; St. L. & O.F.; St. L. & O.R.; St. L. S.W.; T.R.R.A. of St. L.; I.C.; N.Y.C. & St. L.; Penna.; So., C.R.I. & P.; N.Y.C.; Wab.; Mfrs.
Airlines: Served through St. Louis, Mo.

Hotel Broadview

421 E. Broadway (Phone: Upton 4-6500)

Manager: J. C. Caldarera
Sales Manager: R. R. Simpson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 16 suites available)
Convention Rates: Single: 4.50 to 5.50; Double: 6.00 to 8.00; Suites: 10.00 to 14.00
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: A la carte; Lunch: .85 to 1.00; Dinner: 1.35 to 2.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: 5.00 to 100.00
Net Exhibit Space: 15,000 sq. ft. on two floors
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available

EVANSTON

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.
Airlines: Served through Chicago

North Shore Hotel (HSMA)

1611 Chicago Ave. (Phone: UN 4-6400)
Manager: John Poulos, Jr.
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 6.00; Double: 9.00; Suites: 16.00
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00 to 175.00
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Orrington Hotel

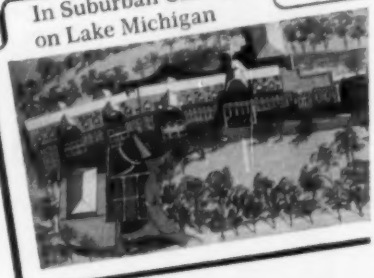
Orington Ave. & Church St. (Phone: University 4-8700; Telegraph: 1830)
Manager: Palmer Jones
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.00; Double: 10.00-15.00; Suites: 22.00-42.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (125)
No. Banquet Rms. & Capacity of Largest: 7 (125)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50

Choose the

Lake, Mountains or Ocean

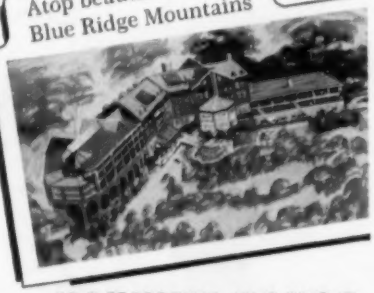
for your next meeting!

In Suburban Chicago on Lake Michigan



HOTEL MORAINE
Highland Park, Illinois

Atop beautiful Blue Ridge Mountains



MAYVIEW MANOR
Blowing Rock, North Carolina

On historic plantation coastline

OCEAN FOREST HOTEL
Myrtle Beach, South Carolina

Each hotel has: convention facilities for 300 . . . air conditioned meeting rooms . . . private swimming pool . . . nearby golf. Operated and managed by Richard S. Wright and Larry Boyle.

Address inquiries to Hotel Moraine

Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 3,240 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, movie screens
Sports Facilities: Golf, riding, swimming

HIGHLAND PARK

Railroads: C. & N.W.; C. No. Sh. & M.
Airlines: Served through Chicago

Hotel Moraine-on-the-Lake (HSMA)

See Advertisement, Page 86

2501 North Sheridan Road (Phone: IDlewood 2-4444)
Manager: Larry Boyle
Sales Manager: Vincent J. Riker
Convention Season: All year
Largest Group Accommodated: 350 (180 rooms, 35 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: April to Nov.—Single: 10.00; Double: 15.00; Suites: 15.00-25.00. Dec. to March —Single: 7.50; Double: 11.50; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (400)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projection screens
Stage: Available
Sports Facilities: Private pool, golf, fishing, horseback riding

LA SALLE

Railroads: C.R.I.&P.; C.B.&Q., Ill Cent., La.S.& B. Co.

Kaskaskia Hotel

217 Marquette St. (Phone: LaSalle 1200)
Manager: Wm. F. Hahne
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, 40 bedrooms
Convention Rates: Single: 5.00-8.00; Double: 8.00-10.00; Suites: 15.00-18.00
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (320)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served in hotel
Charges for Exhibit Areas: 20.00 to 40.00
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: 2 golf courses 5 miles away

MOLINE

Railroads: R.R., Burl., C.M.St.P.&P., C.R.I.&P., Dav. R.I., N.W.
Airlines: BNF, OZA, VAL

Le Claire Hotel

421 19th St. (Phone: 4-4371)
Manager: James T. Devaney
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.00 up; Double: 7.50 up. European
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 7.50 up
Net Exhibit Space: 7,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
Stage: Available
Sports Facilities: Bowling alleys, swimming pool

PEORIA

Railroads: Burl.; G.M. & O.; N.Y.C.; Ill. Cent.; M. & St. L.; C. & N.W.; P. & P.U.; T.P. & W.; C. & I.M.; C.R.I. & P.; N.Y.C. & St. L.; Penna.; P.T.; Ill. Term.
Airlines: AAL, OZA, TWA

AUDITORIUM

Shrine Mosque

207 N. Monroe St. (Phone: 3-1497)
Manager: Leonard B. Potter
Exhibit Areas: Auditorium lobby: 1,555 sq. ft.; Basement floor, dining room, lobby: 1,370 sq. ft.
Rental Fees and Services: Auditorium, $250 with 1 electrician; Dining room, $200. Extra charges for PA system, spotlights, projectors, and other equipment
Ventilation: Fan blowers
PA System: Yes
Elevators and Capacities: 1 freight, 2,000 lbs.
Loading Facilities: Front and rear of building
Storage Areas: Adjacent to stage and dining room and in annex
Meeting Rooms and Capacities: 3 rooms, up to 300
Facilities for Food Functions: Banquet for 1,050
Parking Facilities: Lots nearby
Distance from Business District: One block

Hotel Jefferson

239 S. Jefferson St. (Phone: 4-1151)
Manager: H. J. Smith
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 5.00; Double: 7.00; Suites: 12.00-18.00
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, movie screens, easels

Hotel Pere Marquette

501 Main St. (Phone: 4-2121; Teletype: PE-8567)
Manager: Ferdinand P. Sperl
Sales Manager: Joseph Lannas
Convention Season: All year
Largest Group Accommodated: 800 (350 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-8.00; Double: 8.00-16.00; Suites: 23.00-34.50. European
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,786 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screen, rostrum, closed-circuit TV
Stage: Available

ROCKFORD

Railroads: C.B. & Q.; C.M. St. P. & P.; Ill. Cent.; C. & N.W.
Airlines: OZA

Hotel Faust

618 E. States St. (Phone: 2-3731)
Manager: Frank H. Sweeney
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Air Conditioning: Some banquet and meeting rooms, 15% bedrooms
Convention Rates: Single: 6.50; Double: 9.50; Suites: from 19.00
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 10 (550)
Group Meal Rates: Breakfast: .50-1.50; Lunch: .75-1.50; Dinner: 2.00-3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 4,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling in hotel

Hotel Lafayette

411 Mulberry (Phone: 45651; Telegraph: TWX RK-8625)
Manager: Donald Elisha
Convention Season: All year
Largest Group Accommodated: 160 (100 rooms, 2 suites available)
Air Conditioning: All banquet and meeting rooms, some bedrooms
Convention Rates: Single: 4.50-7.50; Double: 6.40-9.75
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)

In the Heart of the Indiana, Michigan and Ohio region

Fort Wayne offers you:

- **A new, fresh and cosmopolitan site for your sales meetings and conventions.**
- **A beautifully new Memorial Coliseum which housed the 1955 American Bowling Congress Tournament.**
- **Unexcelled railroad and air line transportation.**
- **A courteous Convention Bureau to help you with registration and any other problems.**

AND the nationally noted

HOTEL VAN ORMAN

Personnel trained to serve both large and small groups

Wide selection of meeting rooms for from 6 to 600

All meeting and banquet rooms air-conditioned and newly redecorated by the Internationally famous Robert Lederer

One of America's outstanding culinary departments —we feel at the Van Orman a banquet is a feature and not just a part of any gathering.

With us sales meetings and conventions are an integral part of our business—not just a side line.

May we serve you?

HOTEL VAN ORMAN, Fort Wayne, Indiana

ILLINOIS
Rockford continued

Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, 16mm projector, blackboards, screens
Stage: Available

SPRINGFIELD

Railroads: B. & O.; G.M. & O.; Ill. Cent.; Wab.; C. & I.M.; Ill. Term.; S.T.
Airlines: AAL, OZA

Hotel Abraham Lincoln
416 E. Capitol (Phone: 7511)
Manager: Harold E. Yager
Sales Manager: Miss F. Patterson
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, 60% of bedrooms
Convention Rates: Single: 6.00-9.00; Double 8.00-11.00; Suites: 17.50-30.50. European
No. Mtg. Rms. & Capacity of Largest: 11 (600)
No. Banquet Rms. & Capacity of Largest: 11 (600)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 1.00 per foot booth space
Net Exhibit Space: 3,290 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, screens
Stage: Available
Sports Facilities: Golf, swimming (few blocks)

Hotel Leland
(Phone: 5431; Telegraph: TWX-199)
Manager: James P. Bolinger
Sales Manager: Tressie Smith
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 14 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 9.00-12.00; Suites: 16.00-32.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available
Sports Facilities: Golf nearby

THE MIDDLE WEST'S LARGEST CONVENTION RESORT
1775 acres of Southern Indiana. Newly furnished, re-decorated and air-conditioned. Dining Rooms and Convention Hall each seating 1000. Many meeting and exhibit rooms for from 25 to 400 persons. Outdoor and indoor Swimming Pools. Tennis Court. Two 18-hole Golf Courses. Many other sports facilities. Air strip, Ladies' and Men's Mineral Baths, plus a private railroad siding.

600 rooms

William A. Roth, *Sales Manager*

SHERATON *the proudest name in* **HOTELS**

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

INDIANA

ELKHART

Railroads: N.Y.C.

Hotel Elkhart
500 S. Main (Phone: 35110)
Manager: H. J. Delbridge
Sales Manager: Rod Casavant
Convention Season: All year—but Thurs. through Sun. only
Largest Group Accommodated: 300 (175 rooms, 5 suites available)
Air Conditioning: Banquet & meeting rooms, some bedrooms
Convention Rates: Single: 5.00 to 8.00; Double: 7.00 to 12.00; Suites: 14.00 to 45.00
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None when delegates stay in hotel
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 510 sq. ft. on two floors, separate from meeting rooms
Audio-Visual Aids: 8mm and 16mm projectors, PA system, spotlights
Stage: Portable any size
Sports Facilities: Golf and tennis

EVANSVILLE

Railroads: C. & E.I.; N.Y.C.; Ev. S. & N.; Ill. Cent.; L. & N.; So.
Airlines: DAL, EAL

Hotel McCurdy (HSMA)
1st & Locust Sts. (Phone: HA 5-6121)
Manager: R. W. Bushaw
Convention Season: All year
Largest Group Accommodated: 600 (285 rooms, 7 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 5.00; Double: from 7.25; Suites: from 19.25
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (550)
Group Meal Rates: Breakfast: from 1.00; Lunch: from 1.75; Dinner: from 2.50
Liquor: Served in hotel
Charges for Mfg. Rms.: None
Net Exhibit Space: 13,000 sq. ft. (8,000 sq. ft. on one floor)
Audio-Visual Aids: PA system, spotlights, blackboard, movie screen & projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, fishing, riding, boating

Hotel Vendome
24 N. W. 3rd St. (Phone: 5-7251)
President: Norman F. Scholz
Vice President: Frederick J. Scholz
Convention Season: All year
Largest Group Accommodated: 900 (300 rooms and 25 suites available)
Convention Rates: Single: from 4.75; Double, from 6.50; Twins: from 10.00; Suites: from 16.75
No. Mtg. Rms. & Capacity of Largest: 7 (380)
No. Banquet Rms. & Capacity of Largest: 7 (380)
Rates for Meals: Breakfast: from .40; Lunch: from .75; Dinner: from 1.35

Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 300 bedrooms
Charges for Banquet & Mtg. Rms.: 10.00 to 75.00
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 60 ft. long

FORT WAYNE

Railroads: N.Y.C.; N.Y.C. & St. L.; Penn.; Wab.
Airlines: DAL, UAL, TWA

AUDITORIUM

Allen County Memorial Coliseum

4000 Parnell Ave. (Phone: A-6146)
Manager: Don Myers
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.; Arena, 25,000 sq. ft.
Rental Fees and Services: Rental depends on event
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. high
Elevators and Capacities: One, 20,000 lbs.
Columns: 24-in. columns on 27-ft. centers
Utilities: Electricity, gas, water
Loading Facilities: Good
Storage Areas: 400 sq. ft. in exhibition area
Meeting Rooms and Capacities: Three rooms, 200 each
Facilities for Food Functions and Banquet Capacity: Caterers can serve 2,000
Parking Facilities: 3,200 cars
Distance from Business District: Two and a half miles

Hotel Van Orman (HSMA)

See Advertisement, Page 87

128 West Berry St. (Phone: Anthony 6121)
Manager: Harold Van Orman, Jr.
Convention Season: All year
Largest Group Accommodated: 600 (175 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-8.50; Double: 7.00-10.00; Suites: 14.00-22.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: Various rates, depending on size
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf at country club

FRENCH LICK

See Advertisement, Page 88

Railroads: Monon; B. & O.

French Lick Sheraton (HSMA)

See Advertisement, Page 88

(Phone: LD 9, Tel. 471)
Acting Gen. Mgr.: Joseph M. Curry
Sales Manager: Wm. A. Roth
Convention Season: All year
Largest Group Accommodated: 1,000 (471 rooms, 34 suites available)
Air Conditioning: 400 bedrooms, 4 banquet and meeting rooms
Convention Rates: Single: 16.00-26.00; Double: 28.00-38.00; Suites: On request. American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (1,100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,200 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm and slide projectors
Stage: Available
Sports Facilities: Golf, skeet and trap, swimming horseback riding, tennis, croquet badminton, shuffleboard

GARY

Railroads: B. & O.; N.Y.C.; Penna.; M.C.; Wabash; Ch. So. Sh. & S.B. El.
Airlines: LCA

Hotel Gary (HSMA)

578 Broadway (Phone: Turner 5-7521)
Manager: Clark H. Jones
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 4 suites available)
Air Conditioning: 50 Bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.50 to 10.00; Double: 9.00 to 13.50; Suites: 13.00 to 18.00
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 11 (400)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 2.00 up; Dinner: 3.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up, depending on type of function
Charges for Exhibit Areas: 10.00 up, depending on type of function
Net Exhibit Space: 3,600 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

INDIANAPOLIS

Railroads: N.Y.C.; Penna.; Erie; Ill. C.; I.U.; N.Y.C. & St. L.; B. & O.; Chi. Ind. & Lv.
Airlines: AAL, DAL, EAL, LCA, OZA, TWA

Antlers Hotel

750 N. Meridian St. (Phone: Lincoln 2351)

Manager: Herbert Kruger
Sales Manager: Don Coffin
Convention Season: All year
Largest Group Accommodated: 600 (150 rooms and 8 suites available)
Convention Rates: Single: 4.25 to 9.00; Double: 8.50 to 10.50; Suites: 13.00 to 17.50
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Rates for Meals: Breakfast: from 1.00; Lunch: from 1.50; Dinner: from 2.00
Liquor: Served in hotel
Air Conditioning: 128 bedrooms
Charges for Banquet & Mtg. Rms.: 7.50 to 150.00
Net Exhibit Space: 3,500 sq. ft. on one floor
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Available

Claypool Hotel

See Advertisement, page 164

14 N. Illinois (Phone: Melrose 5-8471)
Manager: W. Bryan Karr
Catering Manager: C. E. Ehlers
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.00; Double: 9.50-15.00; Suites: 20.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,200)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50 (Plus 10% gratuity)
Liquor: Served in hotel
Charges for Mtg. Rms.: None when dinners & luncheons are scheduled
Charges for Exhibit Areas: 15.00 up (per day)
Net Exhibit Space: 2,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors at local rental agency
Stage: Available

Severin Hotel

201 S. Illinois (Phone: ME 5-6471)
Manager: Harold Kohler
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 25 suites available)
Air Conditioning: Some banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-12.00; Double: 7.50-16.00; Suites: 15.00-18.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Lunch: 1.50 plus 10%; Dinner: 2.50 plus 10%
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 15.00 to 100.00
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Sheraton-Lincoln Hotel (HSMA)

See Advertisement, Page 14

Washington and Illinois Sts. (Phone Melrose 4-1361)
Manager: P. E. Rupprecht
Sales Manager: Harold Main
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: 230 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.00-11.00; Double: 9.35-13.50; Suites: 19.85-36.35. European
No. Mtg. Rms. & Capacity of Largest: 11 (550)
No. Banquet Rms. & Capacity of Largest: 9 (350)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 2.00 up; Dinner: 2.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: 4.00 to 100.00
Charges for Exhibit Areas: 4.00 to 100.00
Net Exhibit Space: 2,886 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, all types of projectors available
Stage: Available

Hotel Washington (HSMA)

32 E. Washington St. (Phone: Melrose 2-2541)
Manager: C. H. Dohm
Sales Manager: Fred Jay
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 6 suites available)
Air Conditioning: Majority of bedrooms, all banquet and meeting rooms
Convention Rates: Single: 5.00-8.50; Double: 7.50-15.00; Suites: 16.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None, if headquarters
Charges for Exhibit Areas: None, if headquarters
Net Exhibit Space: 2,973 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

MUNCIE

Railroads: N.Y.C.; C. & O.; M. & W.; N.Y.C. & St. L.; Penna.

Hotel Roberts

(Phone: 8861)
Manager: E. L. Carpenter
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms available)
Air Conditioning: 50 bedrooms, banquet and meeting rooms
Convention Rates: Single: from 4.50; Double: from 6.50; Suites: from 12.50

Are your conventions "at home" too conventional?

It takes no more time or money to have an overseas convention by air...

For full information write:
Henry W. Beardsley, Pan American,
P. O. Box 1790, New York 17, N. Y.

SEE PAGE 2

PAN AMERICAN
World's Most Experienced Airline

INDIANA

Muncie continued

No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: .60 up; Lunch: 1.15 up; Dinner: 1.75 up
Charges for Mtg. Rms.: Nominal
Charges for Exhibit Areas: Nominal
Audio-Visual Aids: PA system
Stage: Available

RICHMOND

Railroads: Penna.; C. & O.

Hotel Leland (HSMA)

South 9th and A Sts. (Phone: 2-1161)
Manager: Lincoln F. Stegman
Sales Manager: Roscoe Wehrley
Convention Season: All year
Largest Group Accommodated: 450 (150 rooms, 10 suites available)
Air Conditioning: 50 bedrooms
Convention Rates: Single: 5.00-8.00; Double: 7.00-10.00; Suites: 12.00-15.00
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 2 (275)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Three golf courses

SOUTH BEND

Railroads: N.Y.C.; Ch. So.; Sh. & S.B. El.; N.J.I. & I.; Penna.; Gr. Tk.
Airlines: LCA, NOR, TWA, VAL

La Salle Hotel

237 N. Michigan (Phone: 3-1181)
Manager: Leonard Mennucci
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms available)
Air Conditioning: 2 banquet and meeting rooms
Convention Rates: Single: 5.50 up; Double: 8.00 up
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of largest: 4 (175)
Group Meal Rates: Breakfast: .50-1.25; Lunch: .80-1.25; Dinner: 1.35-3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 15.00-75.00
Audio-Visual Aids: PA system
Stage: Available

Hotel Pick-Oliver

See Advertisement, Page 82

105 N. Main St. (Phone: Central 3-7171)
Manager: Wm. C. Devereaux
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.25; Double: 7.00-11.75; Suites: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,806 sq. ft., part separate area
Audio-Visual Aids: PA systems, spotlights
Stage: Available

TERRE HAUTE

Railroads: C. & E. Ill.; N.Y.C.; C.M. St. P. & P.; Penna.
Airlines: LCA, TWA

Terre Haute House

700 Wabash Ave. (Phone: Crawford 3341)
Manager: C. M. Ellis
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 8.00-12.00; Suites: 20.00-42.00
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Group Meal Rates: Breakfast: .55-1.50; Lunch: .90-1.50; Dinner: 1.90-2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 5,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight
Stage: Available
Sports Facilities: Golf

IOWA

CEDAR RAPIDS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; C. & N.W.; W.C.F. & N.; C.R. I.C.
Airlines: ULA

AUDITORIUM

Memorial Coliseum

May's Island (Phone: 2-6511)
Manager: Barney McPartland
Exhibit Areas: Auditorium, 11,000 sq. ft.; Armory 7,000 sq. ft.; Dining Rooms, 2,500 sq. ft.
Rental Fees and Services: Rental varies; includes janitor service, heat, light and available equipment
Floor load: Unlimited
Ventilation: Blower
Ceiling Height: Auditorium, 50 ft.; Armory, 15 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 9 ft.
Columns: 10 under balcony
Utilities: 110-V current
Loading Facilities: Ramp and loading platform
Storage Areas: Limited
Meeting Rooms: Three, partitioned by folding doors
Facilities for Food Functions and Banquet Capacity: Dining room, 400; Armory, 800
Parking Facilities: Street only
Distance from Business District: In center city

Roosevelt Hotel (HSMA)

200 First Ave. NE (Phone: Empire 4-4111, Teletype CR-77)
Manager: J. C. Kennedy
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.50; Double: 9.00-14.00; Suites: 17.50-35.00, European
No. Mtg. Rms. & Capacity of Largest: 16 (800)
No. Banquet Rms. & Capacity of Largest: 16 (800)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.75; Dinner: 2.00
Liquor: Can be served but not sold
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,700 sq. ft.
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and 35mm projectors, screen
Stage: Available
Sports Facilities: Golf, boating

Sheraton-Montrose Hotel (HSMA)

See Advertisement, Page 90

3rd St. at 3rd Ave. (Phone: EM 4-9111)
Manager: Chas. J. Gustin
Sales Manager: Lloyd Griswold
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-10.00; Double: 9.00-14.00; Suites: 18.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Your own
Charges for Mtg. Rms.: No charge
Charges for Exhibit Areas: Vary
Net Exhibit Space: 3,800 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

CLINTON

Railroads: C.B. & Q.; C.M.St.P. & P.; C.R.I. & P.; C. & N.W.; D.R.I. & N.W.
Airlines: Ozark

Hotel Lafayette

See Advertisement, Page 16

6th Ave., So. & 2nd St. (Phone: CH 2-6161)
Manager: A. H. Weilmuenster
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Air Conditioning: Banquet room, some bedrooms
Convention Rates: Single: 4.75 to 5.75; Double: 7.25 to 8.25; Twins: 9.00 to 9.50
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (330)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.75
Liquor: Beer only
Charges for Mtg. Rms.: 5.00 to 50.00
Charges for Exhibit Areas: 5.00 to 50.00
Net Exhibit Space: 2,400 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

COUNCIL BLUFFS

Railroads: Burl.; C.Gt.W.; C.M.St.P. & P.; C.R.I. & P.; Ill Cent.; C. & N.W.; U.P.; Wab.
Airlines: Served through Omaha

Hotel Chiefton

See Advertisement, Page 16

First & Pearl Sts. (Phone: 7701)
Manager: L. H. Russell
Convention Season: All year
Largest Group Accommodated: 300 (110 rooms 6 suites available)
Air Conditioning: 50 bedrooms, 3 banquet halls
Convention Rates: Single: 3.75-6.00; Double: 6.25-9.00
No. Mtg. Rms.: 8
No. Banquet Rms.: 8
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.25
Liquor: No
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes

DAVENPORT

Railroads: C.B. & Q.; C.M. St. P. & P.; C.R.I. & P.; D.R.I. & N.W.
Airlines: BNF, OZA, UAL

Hotel Blackhawk

3rd & Perry Sts. (Phone: 3-2711)
Manager: Earl R. Ackerman
Sales Manager: K. W. Thomas
Convention Season: All year

IN CEDAR RAPIDS, IOWA

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-MONTROSE

Outstanding convention facilities. Most bedrooms and all public rooms air-conditioned. Ten function rooms plus ballroom seating 500 for meetings. Free parking.

350 rooms
CHARLES J. GUSTIN
General Manager

SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Largest Group Accommodated: 650 (285 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-11.00; Double: 7.00-14.00; Suites: 18.50-26.50. European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served, otherwise from 10.00
Sharges for Exhibit Areas: None if food is served, otherwise from 10.00
Audio-Visual Aids: PA system, spotlights, screens, blackboards, easels
Stage: Available
Sports Facilities: Boating, swimming pools, golf, bowling

DES MOINES

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; D.M. & C.I.; D.M.U.; D.M.W.; F.D.D.M. & S.; M. & St. L.; C. & N.W.; Wab.
Airlines: BNF, OZA, UAL

AUDITORIUM

Veterans Memorial Auditorium

See Advertisement, Page 91

833 Fifth Ave. (Phone: CHerry 4-2135)
Manager: Horace S. Strong
Exhibit Areas: Arena, 96,000 sq. ft.; Exhibit Hall, 50,000 sq. ft.
Rental Fees and Services: Arena, $600 per day; Exhibit Hall, $425 per day; heat and light included.
Floor Load: 400 lbs. per sq. ft.
Ceiling Height: Arena, 86 ft., Exhibit Hall, 17 ft.
PA System: Altec
Dimensions, Opening to Exhibit Hall: 2 overhead doors 12' high; 1 overhead door 10' 6" high
Elevators and Capacities: One, 10 tons with 7 ft. high door opening
Columns: Exhibit Hall, 27 ft. centers, east and west; 21 ft. centers, north and south
Utilities: Electricity, water, gas, sewer and air
Loading Facilities: Drive-in facilities
Storage Areas: 50 ft. by 150 ft. by 20 ft. high on ground floor
Meeting Rooms and Capacities: Nine; (two—80; one—125; two—75; one—750; one—250 and two dressing rooms—150)
Facilities for Food Functions: Banquet for 3,000
Parking Facilities: Lot on grounds for 1,050 cars
Distance from Business District: 4 blocks

Fort Des Moines (HSMA)

10th & Walnut (Phone: CH 3-1161)
Manager: Joseph E. Whalen
Sales Manager: Robert W. Stanley
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, 50% of bedrooms
Convention Rates: Single: 6.50-12.00; Double: 9.00-15.00; Suites: 22.50-40.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Not sold, but will serve guest's liquor
Charges for Mtg. Rms.: 15.00 to 200.00
Net Exhibit Space: 3,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Kirkwood

4th & Walnut Sts. (Phone: CH-49191)
Manager: Jack J. Calhoun
Sales Manager: Wm. "Bill" Thompson
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-8.00; Double 8.50-12.00; Suites: 16.00-25.00
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 8 (275)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Available at State liquor stores
Charges for Mtg. Rms.: .30 per chair
Charges for Exhibit Areas: .10 per sq. ft.
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, projectors of all sizes
Stage: Available
Sports Facilities: Golf, tennis, swimming, boating

Hotel Savery

4th & Locust (Phone: Cherry 4-2151; Teletype: DM49)
Manager: Paul E. Lefton
Sales Manager: Russell Rogers
Convention Season: All year
Largest Group Accommodated: 1,000 (225 rooms, 20 suites available)
Air Conditioning: All banquet and meeting rooms, 150 bedrooms
Convention Rates: Single: 5.50-11.00; Double: 7.50-16.00; Suites: 7.50-30.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 10 (620)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Available at State liquor store; hotel will set up bar
Charges for Mtg. Rms.: 7.50 to 175.00
Net Exhibit Space: 2,600 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screen, projectors on rental basis
Stage: Available
Sports Facilities: Golf and swimming nearby

MARSHALLTOWN

Railroads: C. &. N.W.; C. Gt. W.; M. & St. L.

Hotel Tallcorn

See Advertisement, Page 16

2nd Avenue & Main St. (Phone: 6611)
Manager: Karl Heumann
Convention Season: All year
Largest Group Accommodated: 180 (90 rooms, 3 suites available)
Air Conditioning: Yes
Convention Rates: Single: 5.00-6.50; Double: 8.00-10.50; Suites: 10.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.00
Liquor: No
Charges for Mtg. Rms.: 5.00-10.00
Net Exhibit Space: 3,648 sq. ft.
Audio-Visual Aids: Spotlights
Stage: Yes

make your next sales meeting or convention a SMASHING SUCCESS!

. . . have it in Des Moines, Iowa, at the

VETERANS MEMORIAL AUDITORIUM

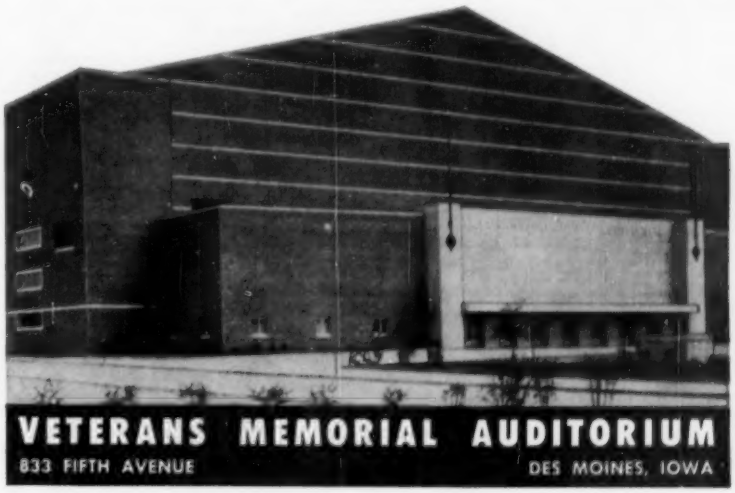
Up to 96,000 square feet of floor space on two floors. Open Arena Floor with 46,300 square feet! Lower Exhibit Hall —50,000 square feet!

Ground level drive-in on both floors! Portable stage and movable curtain on Arena Floor. Ideal for any type or size of Sales Meeting or Convention. Perfect acoustics. Accommodations for any size group to 12,000 people. Smaller meeting rooms for 50 to 1,000 people.

Catering Service in the building — serve banquets from 50 to 5,000! Nationally-known Decorating Service available locally. Parking facilities for 1,100 cars! Within walking distance of leading Des Moines hotels!

Whether your plans call for "surprise" display of new products—or a regular Sales Meeting or Convention—look to Des Moines, Iowa.

FOR ILLUSTRATED BROCHURE AND RENTAL INFORMATION, WRITE TO:
H. S. STRONG, MGR., VETERANS MEMORIAL AUDITORIUM, 833 5TH AVENUE, DES MOINES, IOWA



IOWA
continued

SIOUX CITY

Railroads: C.M. St. P. & P.; Ill. Cent.; Gt. Nor.; C. & N.W.; Burl.; S.C. Ter.
Airlines: BNF, NOR, OZA

AUDITORIUM

Sioux City Municipal Auditorium
Gordon Drive (Phone 5-8044)
Manager: Robert D. Hinchman
Exhibit Areas: Exposition Hall, 15,840 sq. ft.
Rental Fees and Services: Fees include no service
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 12 ft. **PA System:** Available
Dimensions, Opening to Exhibit Hall: 8 ft. by 9 ft.
Elevators and Capacities: One freight
Columns: 10, 4 ft. by 14 in. (to house folding doors to divide hall)
Utilities: 110, 220, 440 current; water, gas, drainage
Loading Facilities: Two fork trucks; railroad siding 100 ft. from building
Meeting Rooms and Capacities: Six rooms seat from 25 to 1,000
Facilities for Food Functions and Banquet Capacity: 1,000 persons
Parking Facilities: Free lot, 1,000 cars
Distance from Business District: Two blocks

Hotel Mayfair
3rd & Nebraska St. (Phone: 8-0531)
Gen. Manager: Joseph Gillan
Res. Manager: T. J. Himes
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms, 3 suites available)
Air Conditioning: Entire hotel (1.25 extra for air conditioned bedroom)
Convention Rates: Single: 3.00-5.00; Double: 4.50-6.00
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.35; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: Many types available; PA system, spotlights
Stage: Available

Sheraton-Martin Hotel
See Advertisement, Page 92
4th & Pierce (Phone: 8-7561)
Gen. Manager: A. J. (Andy) Pennella
Sales Manager: Ivan Mundy
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, 167 bedrooms
Convention Rates: Single: 5.50-10.85; Double: 7.50-12.35; Suites: 15.00-25.00 European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None to conventions
Charges for Exhibit Areas: None to conventions
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

KANSAS

KANSAS CITY

Railroads: Union Pac.; Mo. Pac.; S.F.; C. Gt. W.; C.R.I. & P.; K.C.K.V.; K.C.S.; K. & M.R.
Airlines: BNF, CEN, CAL, DAL, OZA, TWA, UAL

The Town House (HSMA)
7th and State (Phone: FI-2-7500)
Manager: A. L. Lew
Convention Season: All year
Largest Group Accommodated: (175 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-11.00; Double: 9.50-16.00; Suites: 25.00 up. European
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 2 (750)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Not served
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

TOPEKA

Railroads: Santa Fe; C.R.I. & P.; U.P.; Mo. P.
Airlines: CAL, TWA

AUDITORIUM

Municipal Auditorium
Manager: Roy G. Saunders
Exhibit Areas: 19,000 sq. ft.
Rental Fees: $125 to $225 per day
Ventilation: Air conditioned
Ceiling Height: 45 ft.
8th & Quincy (Phone: 5-4873)
PA System: Available
Dimensions, Opening to Exhibit Hall: 9 ft. by 12 ft.
Elevators: One
Columns: 30 in Exhibition Hall
Utilities: Handle 400 Amps. current
Loading Facilities: Ramp and stage door
Meeting Rooms and Capacities: Main Arena, 4,200; Assembly Room, 400; three rooms, 150 each; six rooms, 50 each
Facilities for Food Functions and Banquet Capacities: Excellent kitchen can serve 1,500
Parking Facilities: Street parking
Distance from Business District: One block

Hotel Jayhawk
7th and Jackson Sts. (Phone: 3-4111)
Manager: Harry F. Lose
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms, 11 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-6.50; Double: 6.50-10.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 1.25 to 2.00; Lunch: 1.50 up; Dinner: 2.00 up
Liquor: Not sold in hotel, but will serve private parties
Charges for Mtg. Rms.: 5.00 to 75.00 per day (not including night)
Charges for Exhibit Areas: 5.00 to 75.00 per day
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Public golf course

Pick Kansan Hotel
See Advertisement, Page 82
9th and Kansas Aves. (Phone: CE-4-6611)
Manager: Al E. Lohoff
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 8 suites available)
Air Conditioning: 125 bedrooms, 6 banquet rooms
Convention Rates: Single: 4.50-9.50; Double: 6.50-12.00; Suites: 9.50-35.00
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.25
Liquor: Not served
Charges for Mtg. Rms.: 7.50-75.00
Charges for Exhibit Areas: 7.50-75.00 per exhibit
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

WICHITA

Railroads: Santa Fe; C.R.I. & P.; M.V.; Frisco; Mo. Pac.
Airlines: BNF, CEN, CAL, DAL, OZA, TWA, VAL

AUDITORIUM

Municipal Forum Building
221 S. Water (Phone: Amherst 2-1127)
Manager: C. A. Johnson
Exhibit Areas: Garage, 33,000 sq. ft.; Lower Annex, 18,724 sq. ft.; Upper Annex, 23,000 sq. ft.; Rose Room, 19,164 sq. ft.; Arena, 11,000 sq. ft.
Rental Fees and Services: Depends on event
Ventilation: Fans
Ceiling Height: Garage, lower annex and Rose Room, 18 ft.; Upper annex 14 ft.; Forum arena 46.5 ft.
PA System: In Arcadia and Arena
Dimensions, Opening to Exhibit Hall: Largest door, 15 ft. high by 12 ft.
Columns: None in Upper Annex; Garage and Lower Annex, spaced 18.5 ft. by 20 ft.; 16 in Rose Room
Utilities: 110 and 220 current
Loading Facilities: Street
Meeting Rooms and Capacities: Forum Arena, 3,940; Arcadia Theatre, 1,931
Facilities for Food Functions and Banquet Capicity: Concessionaire; caterers can handle banquet up to 1,000
Parking Facilities: Private parking lots
Distance from Business District: In Business District

Hotel Lassen
1st and Market (Phone: Ho-4-5311)
Manager: Walter Schimmel
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.25-12.50; Double: 8.00-17.50; Suites: 17.50-40.50
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 1.50 up; Dinner: 2.50 up
Liquor: Package goods only
Charges for Mtg. Rms: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 10,975 sq. ft.
Audio-Visual Aids: PA system, spotlights, projector and screen
Stage: Available

KENTUCKY

LEXINGTON

Railroads: C. & O.; L. & N.; C.N.O. & T.P.; So.
Airlines: DAL, EAL, PAI

IN SIOUX CITY, IOWA

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-MARTIN

Tri-State convention headquarters. Lobby, restaurants, function floor and sleeping rooms air-conditioned. TV and radio every room. Free parking. 11 function rooms for groups of 10 to 450.

350 rooms
A. J. (ANDY) PENNELLA
General Manager

SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Phoenix Hotel

120 E. Main (Phone: 5-3210)
Manager: J. J. Ruttenberg
Sales Manager: A. E. Hukle
Convention Season: All year, except during racing season
Largest Group Accommodated: 550 (342 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-8.00; Double: 7.00-12.00; Suites: 15.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (2,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Vary
Net Exhibit Space: 9,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

LOUISVILLE

Railroads: B. & O.; C. & O.; N.Y.C.; Ill. Cent.; L. & N.; So.; Penna.; C.I. & L.; K. & I.T.
Airlines: AAL, EAL, OZA, PAI, TWA

Kentucky Fair & Exposition Center

See Advertisement, Page 93

P.O. Box 67, Shelby Station (Phone: EMerson 6-9592)
Manager: H. Clyde Reeves
Exhibit Areas and Square Footage of Each: 458,460 sq. ft. all on one floor. East Exhibition Wing: 223,500 sq. ft.; West Exhibition Wing: 184,600 sq. ft.; Coliseum: 40,000 sq. ft.; Room A: 3,600 sq. ft.; Room C: 2,000 sq. ft.
Rental Fees and Services Included in Rent: Varies with facilities used
Floor Load: Unlimited in Exposition Wings; Coliseum—125 lbs. per sq. ft. Rooms A, B, C—125 lbs.
Ventilation: Forced air and air conditioning
Ceiling Height: Exposition Wings—14 to 24 ft.; Coliseum 60 ft.; Rooms A, B, C—10 ft.
P. A. System: Available all areas
Dimensions, Opening to Exhibit Hall: 20' x 14' high; Coliseum 18' x 11' high; Room A: 6' x 7' high; Rooms B & C: 9' x 7' high
No. of Elevators: None, all exhibit space on first floor
Columns, Locations and Dimensions: Exhibition Wings lengthwise 30' central columns and across 60' central columns; Coliseum and rooms A, B, C: none
Current and Utilities Available: Gas, electricity, water, sewers
Loading Facilities: Two 50' truck ramps; fork lift and floor trucks available at all times
Railroad Sidings: Tracks within one mile of center

BEYOND YOUR IMAGINATION
yet right in the
CENTER OF AMERICA!

KENTUCKY FAIR
AND
EXPOSITION CENTER

Facilities to fit your meeting needs. 357 acres. 22 acres under roof. Coliseum will seat up to 20,220. East Exposition Wing — 223,500 sq. ft. of exhibiting space. West Exposition Wing — 184,600 sq. ft. of exhibiting space. Stadium has seating capacity of 25,000.

Let us plan with you for your future:

CONVENTIONS • TRADE ASSOCIATION SHOWS • COMMERCIAL EXHIBITS • LECTURES • ORATORIOS • PAGEANTS • SPECTACLES • CONCERTS • OPERAS • CIRCUSES • HOBBY SHOWS • RELIGIOUS MEETINGS • HORSE SHOWS • SPORTS SHOWS

Write for the full story on "The Center of America."

Kentucky Fair & Exposition Center
P.O. Box 67, Shelby Station
Louisville 17, Kentucky

SHERATON

IN LOUISVILLE — IT'S THE
SHERATON-SEELBACH

At the intersection of Louisville's busiest corner within easy reach of all major activities. 100% air-conditioned. Ballroom seats 950 persons — 17 other meeting and banquet rooms accommodating up to 800 people.

500 rooms

J. R. Gaughenbaugh, *General Manager*
William C. Howard, *Sales Manager*

SHERATON *the proudest name in* **HOTELS**

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

KENTUCKY
continued

Location, Size of Storage Areas: Approximately 2,500 sq. ft. in ends of each exhibition wing Unlimited under roof outside storage
Number of Meeting Rooms and Capacities: 3; A—400, B—650, C—100 (B&C can be combined to accommodate about 700-750—located 2nd floor Coliseum, under same roof as Exhibition Wing)
Facilities for Food Functions: Dining room for 500, cafeteria for 1,000, banquet for 6,000 or more
Parking Facilities: 10,000 on paved lots adjacent to Coliseum and Exhibition wings
Distance from Business District: 4½ miles

Brown Hotel

4th and Broadway Sts. (Phone: Juniper 4-1311)
Manager: Harold E. Harter
Sales Manager: Carl D. Anderson
Convention Season: All year, except Kentucky Derby period
Largest Group Accommodated: 400 rooms and 20 suites during June, July, Aug.; 300 rooms and 15 suites available rest of the year
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-11.00; Double: 9.50-16.00; Suites: 19.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 1.75 up; Dinner: 2.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 150.00 (no charge if meal function is served in same room)
Charges for Exhibit Areas: 15.00 to 150.00
Net Exhibit Space: 4,500 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Sports Facilities: 1 to 2 block radius—bowling alleys, swimming

The Kentucky Hotel

5th and Walnut Sts. (Phone: Juniper 7-1181)
Manager: D. J. Quin
Sales Manager: Russell L. Anderson
Convention Season: All year, except Kentucky Derby period
Largest Group Accommodated: 1,000 (500 rooms, 35 suites available)
Air Conditioning: 75% of bedrooms, Banquet rooms
Convention Rates: Single: 5.00-11.00; Double: 7.00-15.00; Suites: 19.00-24.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,500)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screens, lecturns, black boards
Stage: Available

Sheraton-Seelbach Hotel (HSMA)

See Advertisement, Page 93

500 South Fourth St. (Phone: Juniper 4-4141, Tel. LS-566)
Gen. Manager: J. R. Gaughenbaugh
Sales Manager: Bill Howard
Convention Season: All year
Largest Group Accommodated: 600 (325 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-13.00; Double: 9.00-12.50; Suites: 20.00-35.00
No. Mtg. Rms. & Capacity of Largest: 18 (950)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, all kinds of projectors available
Stage: Available

LOUISIANA

ALEXANDRIA

Railroads: So. Pac.; T. & P.; L. & A.; C.R.I. P.; Mo. Pac.
Airlines: DAL

Hotel Bentley

200 De Soto Street (Phone: 2-3371)
Manager: O. G. Zoder
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 6.00-9.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.85; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 up
Charges for Exhibit Areas: 15.00
Net Exhibit Space: 300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

BATON ROUGE

Railroads: I.C.; L. & A.; Mo. P.
Airlines: DAL, EAL, SOU

BELLEMONT MOTOR HOTEL

Louisiana's Largest and Finest

BATON ROUGE, LOUISIANA

Convention Facilities—

Caribbean Room—seats 550
Continental Room—seats 300
Audubon Room—seats 100
Planter's Lounge — seats 100 (organ music evenings)
Acadian Room—seats 60
Cafe Rouge—seats 50
Coral Room—seats 35

250 Rooms—TV-Air Conditioning

Complete catering service—banquets & parties
Parties — 25 to 800 guests
Bellemont Restaurant — Excellent Cuisine
New 24-hour Coffee Shop

SPORTS AVAILABLE: 18-hole golf course, Shuffleboard

SUITES: Pan American Suite with private swimming pool, Executive Suite, Esso Suite, Governor's Suite, Petroleum Suite

This large 75' filtered pool is a vacation spot enjoyed by many travelers coming to Baton Rouge, Louisiana. Flanked on each side by large coccus palms, the pool and its patio present a tropical atmosphere of unusual delight.

A. C. Lewis, Jr., Owner
Vance Thomas, Executive General Mgr.

Bellemont Motor Hotel

See Advertisement, Page 94

7370 Airline Highway (Phone: ELgin 5-3311)
Manager: Vance Thomas
Sales Manager: Tom Noland
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-18.00; Double: 8.00-18.00; Suites: 15.00-100.00
No. Mtg. Rms. & Capacity of Largest: 8 (700)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 and up
Charges for Exhibit Areas: 10.00 and up
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: Screen, blackboard, easels, PA system, spotlights
Stage: Yes
Sports Facilities: Golf course

Capitol House Hotel (Formerly: Heidelberg)

Lafayette at Convention (Phone: Dickens 2-7721)
Manager: O. L. Dauterive
Convention Season: All year, except May 10 to July 10 in even years, May 10 to June 10 in odd years
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: All but two banquet and meeting rooms, and bedrooms
Convention Rates: Single: 6.00-8.25; Double: 9.50-15.50; Suites: 24.50, European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 2 (275)
Group Meal Rates: Breakfast: 1.45; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00
Charges for Exhibit Areas: 50.00 to 125.00
Net Exhibit Space: 4,554 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen and blackboards

NEW ORLEANS

Railroads: Ill. Cent.; G.M. & O.; L. & A.; Gulf Coast Lines; So. Pac.; L. & N.; La. So.; M.P.; N.O. & N.E.; N.O. & L.C.; T. & P.
Airlines: BNF, CAP, DAL, EAL, NAL, PAA, SOU, TACA

CONVENTION BUREAU

Convention & Visitors Bureau
315 Camp St. (5)
Charles Genella, Director

AUDITORIUM

Municipal Auditorium

1201 St. Peter St. (RAymond 8441)
Manager: W. Ray Schevering
Exhibit Areas: Arena, 32,250 sq. ft.; Annex, 26,408 sq. ft.; Upper Annex, 10,000
Rental Fees: Arena, $660 per day; Auditorium, $495 per day; Concert Hall, $330 per day; Annex, $385 per day; half of Annex, $211.75 per day; Upper Annex $150.00 per day
Floor Load: 200 lbs. per sq. ft. **Ventilation:** Arena, air conditioned
Ceiling Height: Arena, 66 ft.; Annex, 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Arena, 10 ft. by 10 ft. 9 in.; Annex, 12 ft. 8 in. by 13 ft. 4 in.
Elevators and Capacities: Two passenger; one freight 10,000 lbs.
Columns: None in Arena; 14 in. columns on 17 ft. and 21 ft. centers in Annex
Utilities: AC current, 3 phase, 4-wire distribution, 220 volts; gas, water
Loading Facilities: Hand truck; railroad siding
Railroad Sidings: Yes
Storage Areas: Annex
Meeting Rooms and Capacities: First, second and third floors—50 to 500
Facilities for Food Functions: Dining Room, kitchen, banquet, 3,000
Parking Facilities: Directly across from building
Distance from Business District: 7 blocks

Jung Hotel (HSMA)

See Advertisement, Page 94

1500 Canal St. (Phone: Magnolia: 4471; Teletype No. 238)
Manager: Ray Cantrell
Sales Manager: Emmert J. Bieger
Convention Season: All except Dec. 30, Jan. 1st and Mardi Gras Period
Largest Group Accommodated: 1,400 (600 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.00; Double: 10.00-13.00; Suites: 23.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,400)

No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Group Meal Rates: Breakfast: 1.75 up; Lunch: 2.00 up; Dinner: 3.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None when used for business sessions by conventions
Charges for Exhibit Areas: Depends on amount of space used
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Swimming, boating, fishing, golf, horse racing at fairgrounds from Thanksgiving Day through Mardi Gras

New Hotel Monteleone (HSMA)

214 Royal St. (Phone: Magnolia 3341)
Manager: A. F. Spatafora
Convention Season: Apr. to Oct.
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-9.00; Double: 8.00-14.00; Suites: 21.00-31.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: .45-2.35; Lunch: .75-2.25; Dinner: 1.50-2.85
Liquor: Served in hotel
Charges for Mtg. Rms.: Small room, 15.00-$35.00 per day; large room, 35.00 daily plus 3% tax
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available

The Pontchartrain Hotel (HSMA)

2031 St. Charles Ave. (Phone: Tu 0581)
Manager: E. Lysle Aschaffenburg
Sales Manager: J. Albert Lyle
Convention Season: May to Dec.
Largest Group Accommodated: 25 (10 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-12.00; Double: 11.00-18.00; Suites: from 25.00
No. Mtg. Rms. & Capacity of Largest: 1 (40)
No. Banquet Rms. & Capacity of Largest: 1 (40)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Screen

The Roosevelt (HSMA)

123 Baronne (Phone: MA-2371)
Manager: A. C. Bellande
Sales Manager: Al Bourgeois
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-11.00; Double: 11.00-12.00; Twins: 15.00-18.00; Suites: 30.00-100.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (2,250)
No. Banquet Rms. & Capacity of Largest: 4 (1,500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 350.00 to 500.00 per day
Net Exhibit Space: 22,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

The St. Charles (HSMA)

See Advertisement, Page 75

211 St. Charles Ave. (Phone: RA-8881)
Manager: Edwin J. Gaudet, Jr.
Sales Manager: Mary F. Childers
Convention Season: All year except Dec. 20, Jan. 1st and Mardi Gras period
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.00; Double: 9.00-11.00; Twins: 13.00-16.00; Suites: 25.00-55.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 5,955 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

SHREVEPORT

Railroads: I.C.; K.C.S.; L. & A.; St. L.S.W.; S. P.; T. & P.
Airlines: BNF, DAL

Captain Shreve

408 Market (Phone: 2-9351; Telegraph: FGQ)
Manager: Johnny Brown
Sales Manager: C. C. Callahan
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-10.00; Double: 7.00-12.00; Suites: 12.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (325)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 to 125.00
Charges for Exhibit Areas: 25.00 to 125.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Washington Youree Hotel

Edwards & Travis Sts. (Phone: 2-2121)
Manager: Alb L. Dietz
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 7.00-9.50; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 8.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 380 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

By popular vote!

The favorite is New Orleans' famed Jung Hotel. Largest and finest convention facilities in the South, 1200 guest rooms, 12 exceptional meeting rooms, Hugh Tulane Room for up to 2,000 persons equipped with massive service elevator and stage; completely air-conditioned, TV, radios, fabulous steaks in the Charcoal Room, beautiful cocktail lounges, experienced convention staff.

The JUNG *hotel*
NEW ORLEANS

Completely Air-Conditioned *An Affiliated National Hotel*

Affiliated National Hotels
RADIOS—TELEVISION
COMPLETELY AIR CONDITIONED
Free Inter Hotel Teletype Reservation Service

OFFICES: New York Circle 7-6940 Washington EXecutive 3-6481
Chicago MOhawk 4-5100 Cleveland PRospect 1-7827
Mexico City 46-98-92 Galveston SOuthfield 5-8536

TEXAS: Austin — *the Stephen F. Austin*; Brownwood—*the Brownwood*; Dallas—*the Baker and the Travis*; El Paso — *the Cortez*; Galveston — *the Buccaneer, Galvez, Seahorse, Jean Lafitte and Coronado Courts*; Laredo—*the Plaza*; Lubbock — *the Lubbock*; Marlin — *the Falls*; San Angelo — *the Cactus*; San Antonio — *the Menger and the Angeles Courts*

ALABAMA: Mobile—*the Admiral Semmes*; Birmingham — *the Thomas Jefferson*. WASHINGTON, D. C. — *the Washington*. INDIANA: Indianapolis — *the Claypool*. LOUISIANA: New Orleans — *the Jung and the De Soto*. NEBRASKA: Omaha — *the Paxton*. NEW MEXICO: Clovis—*the Clovis*. SOUTH CAROLINA: Columbia — *the Wade Hampton*. VIRGINIA: Mountain Lake — *the Mountain Lake, the Monticello*.

MAINE

BANGOR

AUDITORIUM

Bangor Municipal Auditorium

100 Dutton St. (Phone: 2-9000)
Manager: Paul V. Brown
Exhibit Areas: 15,000 sq. ft.
Rental Fees and Service Included in Rent: Min. 225.00 per night or 10% of Admissions
Ventilation: Blowers
Ceiling Height: 45 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 18 ft. by 22 ft. high
Columns: None
Current and Utilities Available: 110 & 220 AC
Parking Facilities: 3,000 cars
Distance from Business District: 1/3 mile

Bangor House

174 Main St. (Phone: Bangor 7321)

Manager: H. W. Chapman
Convention Season: All year
Largest Group Accommodated: 125 (75 rooms available)
Convention Rates: Single: 3.75 to 5.75; Double: 5.50 to 11.00; Suites: from 20.00
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: .50 to 1.25; Lunch: .75 to 2.00; Dinner: 2.25 to 5.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 7.50 to 50.00
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, bowling

GREENVILLE JUNCTION

Railroads: B. & A.; C.P.R.

Squaw Mountain Inn (HSMA)

Moosehead Lake (Phone: Greenville 10)
Manager: Philip Sheridan
Convention Season: June 15 to July 15, Aug. 20 to Sep. 15
Largest Group Accommodated: 200 (101 rooms, 6 suites available)
Convention Rates: 12.00-14.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,340 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Boating, fishing, tennis, golf, mountain climbing

KENNEBUNKPORT

Railroads: B. & M.

The Colony Hotel

(Phone: K'port 7-3331)
Manager: Geo. M. Bougton
Convention Season: June 15 to July 1, Labor Day to Sept 15
Largest Group Accommodated: 100 (125 rooms available)
Convention Rates: Single: 16.00; Double: 28.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (125)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,862 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: New swimming pool, tennis, golf, fishing

POLAND SPRING

Railroads: To Danville Jct. Maine Cent.

Poland Spring Hotels (The Poland Spring House & The Mansion House)

(Phone: Poland 30 or 35)
Manager: Charles Connor
Sales Manager: Daniel A. Berry, Jr.
Convention Season: Mid May to Mid Oct., except last 2 weeks in July & first 2 weeks in Aug.
Largest Group Accommodated: 500 (350 rooms, 14 suites available)
Convention Rates: Single: 18.00; Double: 15.00-16.00; Suites: 20.00 above cost of bedroom, American
No. Mtg. Rms. & Capacity of Largest: 13 (450)
No. Banquet Rms. & Capacity of Largest: 2 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 300 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, trap shooting, shuffleboard, putting, ping pong, badminton

PORTLAND

The Eastland Hotel

157 High St. (Phone: 25411)
Manager: Leo G. Gain
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms, 20 suites available)
Convention Rates: Single: 6.00-10.00; Double: 8.50-12.00; Suites: 12.50-24.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (650)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Group Meal Rates: Breakfast: .95-1.40; Lunch: 1.50-3.00; Dinner: 1.50-3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,000 sq. ft.
Audio-Visual Aids: PA system

The Lafayette (HSMA)

638 Congress (Phone: Spruce 3-6441)
Manager: R. H. Pew
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 2 suites available)
Air Conditioning: Two sleeping rooms
Convention Rates: Single: 5.25-7.50; Double: 7.50-10.50; Suites: 15.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms. None if meals served or headquarters
Charges for Exhibit Areas: If exhibitors are charged for showing, 5.00 per exhibit
Net Exhibit Space: 2,745 sq. ft. on two floors
Audio-Visual Aids: PA system, spolitghts, screen, film projectors on rental basis
Stage: Available
Sports Facilities: Golf, deep sea fishing, swimming nearby

RANGELEY

Railroads: B & M
Airlines: NEA

Rangeley Lakes Hotel

(Phone: Rangeley 1 or 9)

Manager: Morel L. Peterson
Convention Season: June, Sept.
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: from 12.00; Double: from 24.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 12,000 sq. ft. on one floor
Audio-Visual Aids: 35mm projector and screen, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, putting, fishing, swimming, private beach

ROCKLAND

Railroads: Maine Cent.
Airlines: NEA

Samoset Hotel

(Phone: Rockland 280)
Manager: Larry Borsten
Convention Season: June to Sept. (mostly during June and Sept.)
Largest Group Accommodated: 300 (150 rooms, few suites available)
Convention Rates: Single: 18.00; Double: 30.00-32.00; Parlors: 14.00, Amrican
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 3.00; Dinner: from 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 17,944 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, 16mm projector
Stage: Available
Sports Facilities: Golf, tennis, swimming (ocean & pool), sailing, fishing

YORK

Railroads: B. & M.

The Marshall House

(Phone: York 300—in winter, York 27)
Manager: Robert L. Simpson
Convention Season: June and Sept.
Largest Group Accommodated: 471 (276 rooms, 9 suites available)
Convention Rates: Single: 16.00-18.00; Double: 29.00-32.00; Suites: 16-00-20.00, American
No. Mtg. Rms. & Capacity of Largest: 14 (425)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,600 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, screen
Stage: Available
Sports Facilities: Beach, salt water pool, tennis, putting, golf, boating, fishing, shuffleboard, soft ball

MARYLAND

BALTIMORE

Railroads: Penna.; Balt. & O.; West Md.; Bal. & An El.; M. & P.
Airlines: AAA, AAL, CAP, DAL, EAL, NAL, TWA, VAL

Emerson Hotel (HSMA)

Baltimore & Calvert Sts. (Phone: MUlberry 5-4400; Telegraph: BA-277)
Manager: George A. Scharf
Sales Manager: Kemp C. Gatling
Convention Season: All year
Largest Group Accommodated: 1,200 (325 rooms, 17 suites available)
Air Conditioning: Entire hotel
Convention Rates: 6.50-10.00; Double: 9.50-11.50; Suites: 20.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 35.00-450.00
Audio-Visual Aids: PA system, spotlights

Lord Baltimore Hotel (HSMA)

Baltimore & Hanover Sts. (Phone: Lexington 9-8400)
Manager: Harold Kraus
Sales Manager: G. Sanford Core
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-15.00; Double: 8.00-18.00; Suites: 22.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (1,800)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on sleeping rooms occupied
Charges for Exhibit Areas: Four cents per square foot
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

Sheraton-Belevedere Hotel

See Advertisement, Page 9

Charles at Chase Sts. (Phone: Mulberry 5-1000)
Manager: Albert S. Fox
Sales Manager: A. Bussell Phillips
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms, 10 suites available)
Air Conditioning: All banquet and meetings, all bedrooms except 12th floor

Convention Rates: Single: 7.85-13.50; Double: 10.85-17.00; Suites: 15.50-30.00
No. Mtg. Rms. & Capacity of Largest: 9 (475)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, large TV projector
Stage: Available

Southern Hotel

Light & Redwood Streets (Phone: Saratoga 7-1600)
Manager: Harold I. Fink
Sales Manager: Albert W. Eldridge
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-12.00; Double: 9.50; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 22 (1,000)
No. Banquet Rms. & Capacity of Largest: 22 (500)
Group Meal Rates: Breakfast: .75; Lunch: 1.25; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 minimum
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens

CHESTERTOWN

Railroads: Penna.

Great Oak Lodge

Route 2, Box 218 (Phone: 1100)

Manager: Robert C. Trier
Convention Season: All year, except weekends in summer
Largest Group Accommodated: 80 (40 rooms, 2 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 10.00-16.00; Double: 15.00-22.00; Suites: 36.00-38.00
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 2,200 sq. ft. on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes (12' x 16')
Sports Facilities: Nine-hole golf course, sailing, swimming, hunting, badminton, ping pong, horseback riding, water skiing, fishing, trap shooting

CUMBERLAND

Railroads: B. & O.; C. & P.; Penna.; W. Md.
Airlines: AAA

Algonquin Hotel

See Advertisement, Page 16

Washington St. (Phone: PA 2-3330)
Manager: Pat Stakem
Convention Season: All year
Largest Group Accommodated: 250 (120 rooms available)
Air Conditioning: Banquet halls
Convention Rates: Single: 3.00 to 6.50; Double: 5.50 to 10.00; Suites: 8.00 to 12.00
No. Mtg. Rms. & Capacity of Largest: 3 (75)
No. Banquet Rms. & Capacity of Largest: 2
Group Meal Rates: Breakfast: .75; Lunch: 1.50; Dinner: 2.75
Liquor: Yes
Charges for Mtg. Rms.: .20 a chair
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 250 sq. ft.
Audio-Visual Aids: None
Stage: None
Sports Facilities: Golf, swimming, horseback riding

MASSACHUSETTS

AMHERST

Railroads: C. V.; B. & Me.

The Lord Jeffery

30 Boltwood Ave. (Phone: Alpine 3-2576)
Manager: Norman M. Enman
Sales Manager: Parry Benton
Convention Season: All year, except June 1 to June 15 and Sept. 15 to Nov. 1
Largest Group Accommodated: 100 (60 rooms available)
Air Conditioning: Some bedrooms and all banquet rooms
Convention Rates: Single: 5.00-8.00; Double: 9.00-14.00
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Group Meal Rates: Breakfast: a la carte; Lunch: 1.75; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, swimming, fishing

BOSTON

Railroads: B. & M.; N.Y.C.; N.Y., N.H. & H.
Airlines: AAL, EAL, MOH, NAL, NEA, TCA, TWA, VAL

CONVENTION BUREAU

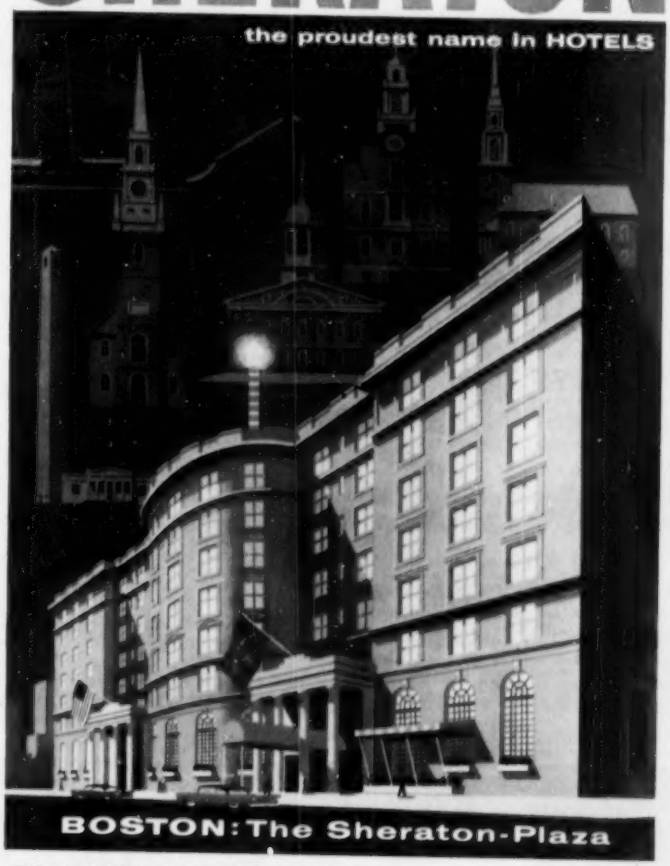
Convention & Tourist Bureau
80 Federal St. (10)
E. C. Sherry, Manager

AUDITORIUMS

Boston Garden

North Station (Cap 7-3200)
Manager: Walter A. Brown
Exhibit Areas: Arena, 26,730 sq. ft.; Exhibition Hall, 42,350 sq. ft.
Rental Fees and Services: Exhibit Hall and Garden, $3,500 per day, no services included
Floor Load: 200 lbs. per sq. ft.
Ventilation: Rotary fans and blowers
Ceiling Height: Exhibition Hall, 16 ft.; Arena, 68 ft.
PA System: Excellent
Dimensions, Opening to Exhibit Hall: 17 ft. 6 in. high by 15 ft. 6 in. wide
Elevators and Capacities: One, 3,000 lbs.
Columns: None on Arena floor

SHERATON



THE WORLD-RENOWNED SHERATON-PLAZA is the ideal setting for any convention.
The magnificent Ballroom accommodates 1600 for meetings, 1200 for dinners.
Various other function rooms accommodate anywhere from 10 to 400 people.
Merry-Go-Round Bar is world-famous. All rooms with TV.

450 rooms

Dan Nyboe, *General Manager* — Wm. Bowman, *Convention Manager* — William N. Field, *Sales Manager*

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

MASSACHUSETTS

Boston continued

Utilities: AC and DC current, gas, steam, water
Loading Facilities: Ramp from railroad into exhibition hall
Storage Areas: Ample
Meeting Rooms: In hotel adjoining
Facilities for Food Functions and Banquet Capacity: Complete facilities for 1,500 banquet
Parking Facilities: Ample
Distance from Business District: In heart of commercial district

Mechanics Building

111 Huntington Ave. (Ken 6-5118)
Manager: George Laing
Exhibition Areas: Exhibition Hall, 40,000 sq. ft.; Grand Hall, 33,000 sq. ft.; Mezzanine Area, 20,000 sq. ft.; basement, 30,000 sq. ft.
Rental Fees: $1,200 per day, no charge for move-in and move-out
Floor Load: 125-150 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 22 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 24 ft. by 18 ft.
Columns: 20-ft. centers, 10 in. sq.
Utilities: AC and DC current, gas, water
Loading Facilities: Ramp to Exhibition Hall level; railroad siding adjoining building
Storage Areas: Basement, 25,000 sq. ft.
Meeting Rooms and Capacities: One, 600; one, 400; one, 300; one, 100; Grand Hall, 5,000
Facilities for Food Functions: Can handle banquet of 2,500
Parking Facilities: 500 car lot in rear of building
Distance from Business District: Six blocks from hotels

Bradford Hotel (HSMA)

275 Tremont St. (Phone: Han. 6-1400)
Manager: R. N. Appleton
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Some bedrooms, all banquet rooms
Convention Rates: Single: 7.00-11.50; Double: 10.00-14.50; Suites: 16.00-22.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (2,300)
No. Banquet Rms. & Capacity of Largest: 14 (1,500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 22,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Kenmore

4909 Commonwealth Av. (Phone: KEnmore 6-2770)
Manager: William T. Bigler
Sales Manager: C. Vance MacDonough
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Double: 10.00-15.00; Suites: 17.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 12 (380)
Group Meal Rates: Breakfast: from .65; Lunch: from .95; Dinner: from 1.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 175.00
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Manger Hotel

North Station (Phone: CA 7-2600)
Manager: Paul F. Morris
Sales Manager: Mrs. Joyce Butler
Convention Season: All year
Largest Group Accommodated: 300 (350 rooms available)
Air Conditioning: All banquet and meeting rooms
Convention Rates: Single: 6.00; Double: 8.50
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 11 (250)
Group Meal Rates: Breakfast: from .65; Lunch: from .99; Dinner: from 1.35
Liquor: Served in hotel
Charges for Mtg. Rms.: 8.00 to 10.00
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Boston Garden next door with hockey, basketball, tennis, ice shows

Parker House (HSMA)

60 School Street (Phone: CA 7-8600)
Manager: Carl J. Peterson
Sales Manager: John E. Pacheco
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 7.50-11.00; Double: 13.50-21.00; Suites: 30.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 16 (500)
No. Banquet Rms. & Capacity of Largest: 16 (400)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends upon size of room
Charges for Exhibit Areas: Depends upon size of room
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
Stage: Available
Sports Facilities: Boston Garden nearby

Sheraton Plaza Hotel (HSMA)

See Advertisement, Pag 97

138 St. James St. (Phone: CO 7-5300)
Manager: H. de Fine Nyboe
Sales Manager: William N. Field
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 15 suites available)
Convention Rates: Single: 6.85; Double: from 11.50; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 12 (1,600)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Rates for Meals: Breakfast: from 2.00; Lunch: from 2.75; Dinner: from 4.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: 10.00 to 650.00
Net Exhibit Space: 17,845 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 28' x 16'

Somerset Hotel (HSMA)

See Advertisement, Page 134

400 Commonwealth Ave. (Phone: CO 7-9000)
Manager: Paul Sonnabend
Sales Manager: Frank Hignett
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 30 suites available)
Air Conditioning: Banquet halls, many bedrooms
Convention Rates: Single: 8.00 to 14.00; Double: 13.00 to 19.00; Suites: 20.00 to 50.00
No. Mtg. Rms. & Capacity of Largest: 15 (1,250)
No. Banquet Rms. & Capacity of Largest: 15
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner 4.50
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: According to size required
Net Exhibit Space: 22,065
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

Hotel Statler (HSMA)

See Advertisement, Page 18

Park Square (Phone: HAncock 6-2000)
Manager: D. B. Stanbro
Sales Manager: Val W. Ringer
Convention Season: All year
Largest Group Accommodated: 1,500 (700 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 8.00-13.50; Double: 13.00-17.00; Suites: 32.50-53.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (1,520)
No. Banquet Rms. & Capacity of Largest: 11 (250)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 19,124 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Touraine (HSMA)

62 Boylston St. (Phone: Hancock 6-3500; Telegraph: FJV)
Manager: Thomas J. Walsh
Sales Manager: Jane Walsh
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 16 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 7.00-12.00; Double: 10.00-14.00; Suites: 20.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (425)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00-200.00
Charges for Exhibit Areas: 25.00-200.00
Net Exhibit Space: 3,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights

BROOKLINE

Railroads: N.Y.C.

Beaconsfield Hotel

See Advertisment, Page 16

1731 Beacon St. (Phone: ASpinwall 7-6800)
Manager: Shaffie K. Hamsy
Convention Season: All year
Largest Group Accommodated: 150 (55 rooms, 12 suites available)
Air Conditioned: 3 banquet rooms, 25 bedrooms
Convention Rates: Single: 7.00 to 12.00; Double: 12.00 to 16.00; Suites: 18.00 to 32.00
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 10 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.95; Dinner: 2.95
Liquor: Yes
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 10.00 to 20.00
Audio-Visual Aids: PA systems, spotlights
Stage: Yes

CAMBRIDGE

Commander Hotel

See Advertisement, Page 16

16 Garden St. (Phone: Kirkland 7-4800)
Manager: S. William Richard
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms available)
Air Conditioning: Banquet hall
Convention Rates: Single: 8.00-9.00; Double: 9.00; Suites: 20.00 to 35.00
Liquor: Yes
Audio-Visual Aids: None
Stage: Yes

GREAT BARRINGTON

Railroads: N.Y., N.H. & H.

The Berkshire Inn

See Advertisement, Page 99

Main Street (Phone: Great Barrington 880)
Manager: James J. Joyce
Convention Season: May to Nov.
Largest Group Accommodated: 100 (85 rooms, 5 suites available)
Convention Rates: Single: 13.00 to 17.00; Double: 26.00 to 34.00; Suites: 28.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 7 (350)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Group Meal Rates: Breakfast: a la carte; Lunch: 2.50; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 30,000
Audio-Visual Aids: 16mm movie projector, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, swimming, fishing, horseback riding, badminton, shuffleboard, croquet

GREENFIELD

Railroads: B. & M.

Hotel Weldon

(Phone: Prescott 3-5431)

Manager: Clark A. Cantlin
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms available)
Convention Rates: Single: 5.00; Double: 9.00; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: from .65; Lunch: from 1.00; Dinner: from 2.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 5.00 and 10.00
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Golf

HOLYOKE

Railroads: B. & M.; N.Y., N.H. & H.
Airlines: Served through Hartford

Roger Smith Hotel

See Advertisement, Page 98

69 Suffolk St. (Phone: JE 2-1414)
Manager: Sheldon Auerbach
Convention Season: All year
Largest Group Accommodated: 200 (134 rooms, 10 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 4.00-8.00; Double: 6.50-12.00; Suites: 15.00-25.00, American
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 4,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels, blackboards
Stage: Available
Sports Facilities: Bowling, billiards, golf, skiing, swimming

LENOX

Railroads: N.Y. N.H. & H.

Curtis Hotel (HSMA)

(Phone: Lenox 510)

Manager: George A. Turain
Convention Season: May-June, last 2 weeks in Aug., Sept.-Oct.
Largest Group Accommodated: 225 (100 rooms available)
Air Conditioning: Some bedrooms
Convention Rates: 14.00-16.00 per person, Ameri-

THE BERKSHIRE INN
Great Barrington, Massachusetts

"The Convention Center of the Southern Berkshires"

Every Convention Facility at No Extra Charge

Conference Room accommodates 350

10 Small Meeting Rooms — 10 to 50 persons

2 Dining Rooms

Cocktail Lounge

Stage PA System

SEASON, MAY TO NOVEMBER

Tel: G.B. 880 J. J. Joyce, Landlord

For sales meetings, conventions . . .

Berkshire Hills
OF MASSACHUSETTS
any season of the year

The Berkshires, located just 135 miles from New York City and Boston, provide the perfect setting for business meetings. A superior selection of hotel and convention accommodations is available to groups of all sizes. For after-hours fun, enjoy theaters, concerts, and the famous recreation facilities of this year-round convention land.

BERKSHIRE County

good business . . . good living

- convenient location—easy to reach by all main transportation lines; a short drive from New York and from Boston via Massachusetts Turnpike
- thriving industrial area
- stable supply of skilled labor
- accessible to key markets and materials
- excellent source of power and utilities
- desirable plant sites—open to qualified companies
- superb cultural advantages—a world-famous center of music, art, and drama; home of the Tanglewood festival
- top recreational facilities—excellent golf, fishing and skiing

Write BERKSHIRE HILLS CONFERENCE
50 South Street, Pittsfield 96, Mass.

MASSACHUSETTS

Lenox continued

No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft. on one floor, one half is in separate area
Audio-Visual Aids: PA system, spotlights, 16mm film projector
Stage: Available
Sports Facilities: Swimming, golf, tennis, shuffleboard, ping pong, badminton, fishing, boating

MAGNOLIA

Railroads: B. & M.

Oceanside Hotel

(Phone: Magnolia 1500)

Manager: Jerome W. Saphirstein
Sales Manager: Adele Myerson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: 14.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: 35mm projector, PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, putting green, private beach, fishing, sailing, golf

NORTHAMPTON

Railroads: B. & M.; N.Y., N.H. & H.

Hotel Northampton and Wiggins Tavern

36 King Street (Phone: JUstice 4-3100)
Manager: Joseph H. Sylvis
Sales Manager: F. H. Maloney
Convention Season: All year except first two week ends in June
Largest Group Accommodated: 235 (115 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.50; Double: 11.00-22.00; Suites: 22.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf 4 miles

NORTH FALMOUTH

Railroads: N.Y., N.H. & H.

The Treadway Inn at Coonamessett (HSMA)

(Phone: Cataumet 1045)

Manager: James E. Clark
Sales Manager: David F. Treadway
Convention Season: May 25 to Oct. 15, Sept. 1-July 1
Largest Group Accommodated: 100 (25 rooms and 20 suites available)
Convention Rates: Single: 18.00; Double: 15.00; Suites: 18.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 2 (65)
No. Banquet Rms. & Capacity of Largest: 5 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00 to 3.00; Dinner: 3.00 to 5.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,900 sq. ft. on one floor
Audio-Visual Aids: Motion picture projector, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, horseback riding, swimming, boating, fishing, water sports

PITTSFIELD

Railroads: N.Y.C.; N.Y., N.H. & H.

The Wendell-Sherwood Hotel (HSMA)

8 South St. (Phone: 4511)
Manager: Wm. H. Clifford
Sales Manager: J. Joshua Goldberg
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 7.50; Double: 11.50; Suites: 25.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.10; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Swimming, fishing, horseback riding, tennis, boating

SOUTH EGREMONT

Jug End Barn

(Phone: Great Barrington 434)

Manager: Angus R. MacDonald
Sales Manager: Frank G. Logan
Convention Season: Monday to Friday, Oct. 15-June 15
Largest Group Accommodated: 250 (77 rooms available)
Convention Rates: Single: 13.50
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Group Meal Rates: Breakfast: .95; Lunch: 2.00 up; Dinner: 2.50 up
Liquor: Not served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: Movie, slide projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Horseback riding, outdoor swimming pool, tennis courts, badminton

SOUTH LEE

Railroads: N.Y., N.H. & H.

Oak N' Spruce

(Phone: 795 W)
Manager: Frank J. Prinz
Convention Season: Jan. to Jun., Sept. to Jan.
Largest Group Accommodated: 129 (69 rooms available)
Convention Rates: Single: 10.00-16.00; Double: 20.00-32.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (120)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm slide, 16mm sound projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, hunting, skiing, fishing

SPRINGFIELD

Railroads: N.Y., N.H. & H.; B. & M.; N.Y.C.
Airlines: AAL, EAL, NEA, TWA, UAL

AUDITORIUMS

Industrial Arts Building, Eastern States Exposition

Memorial Avenue (Phone: REpublic 3-5101)
Manager: Adrian L. Potter
Exhibit Areas: 123,000 sq. ft. on one level
Rental Fees and Services: $500 per day of actual use; no services included
Floor Load: Unlimited
Ventilation: Ventilating monitors
Ceiling Height: 22 ft., 18 ft. clearance
PA System: No permanent installation
Dimensions, Opening to Exhibit Hall: 8 doors at ground level, 11 ft. by 11 ft., one door, 14 ft. high
Columns: 10' by 10', located 24 ft. apart in one direction and 45 ft. in other direction
Utilities: 110 v, 220 v AC, gas, water, drainage
Loading Facilities: Railroad siding near building
Storage Areas: 30 ft. by 30 ft. in building, limitless capacity in nearby buildings
Meeting Rooms and Capacities: Little Theatre seating 300, two seating 60 each
Facilities for Food Functions: Caterers available
Parking Facilities: 150 acres
Distance from Business District: Two miles

Springfield Municipal Auditorium

54 Court Street (Phone: 6-2711, Ext. 215)
Manager: City Property committee
Exhibit Areas: Main floor, 8,100 sq. ft.; basement, 6,000 sq. ft.
Rental Fees and Services: Varies between $33 and $450 per day, depending on event. Average convention group pays $65 a day plus $50 a day for janitor service
Floor Load: Average. **Ventilation:** Exhaust system
Ceiling Height: 50 ft. **PA System:** Rented; 3-hour minimum, $8.33
Opening to Exhibit Hall: Five double doors
Elevators and Capacities: One freight elevator
Columns: 16 columns, 3 ft. columns to side
Utilities: AC and DC current, gas, steam, water, compressed air
Loading Facilities: Ramp to elevator
Storage Areas: In basement
Meeting Rooms and Capacities: Main floor seats 1,424; balcony, 920; gallery, 874; 4 rooms, seat 40 each; Mahogany Room, 200; basement, 800
Facilities for Food Functions: Facilities for banquet of 1,000; Basement, 875
Parking Facilities: City Parking lot 1 block; Pay area near Auditorium
Distance from Business District: In heart of business district

Highland Hotel

28 Hillman St. (Phone: RE 4-2141)
Manager: Thomas Sophinos
Convention Season: All year
Largest Group Accommodated: 125 (60 rooms available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 4.50-8.50; Double:

SPRINGFIELD, MASS.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON -KIMBALL

Excellent convention facilities. Air-conditioned. Accommodates 600 guests. Ballroom capacity, 600; Embassy Room, 350; Apremont Room, 150; Sheraton Room, 100. Other small rooms available.

GRAYDON C. SEATON
General Manager

SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, MASS.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

6.50-13.50, European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms. None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, blackboards, 16mm projector
Stage: Available

The Shelton Hotel

70 Chestnut Street (Phone: RE 4-3141)
Manager: Ralph Montminy
Sales Manager: Walter S. Wolfson
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.85-8.85; Double: 10.85-12.35; Suites: 25.00, Special weekend rates
No. Mtg. Rms. & Capacity of Largest: 8 (275)
No. Banquet Rms. & Capacity of Largest: 8 (275)
Group Meal Rates: Breakfast: 1.35; Lunch: .90; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends upon number of delegates in house
Charges for Exhibit Areas: Ballroom normally 75.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: Country club 20 minutes

Sheraton-Kimball Hotel (HSMA)

See Advertisement, Page 100

140 Chestnut St. (Phone: 2-1121)
Gen. Manager: Graydon C. Seaton
Sales Manager: Joseph Price
Convention Season: All year
Largest Group Accommodated: 600 (275 rooms, 7 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 6.85-12.00; Double: 10.85-16.00; Suites: 14.50-25.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 3,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, bowling

STOCKBRIDGE

Railroads: N. Y., N. H. & H.

Red Lion Inn

(Phone: 46)
Manager: Byrne Bauer
Convention Season: April to December
Largest Group Accommodated: 100 (80 rooms available)
Convention Rates: Single: from 10.00; Double: from 20.00; Suites: from 8.00, American
No. Mtg. Rms. & Capacity of Largest: 5 (100)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: .60-2.00; Lunch: .95-2.50; Dinner: 2.75-6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,800 sq. ft. on one floor
Sports Facilities: Golf, tennis, swimming, fishing, boating

STURBRIDGE

Railroads: Putnam ct.

Publick House (HSMA)

Main St. (Phone: Dickens 7-3314)
Manager: Mrs. Louise Coggeshall
Sales Manager: David F. Treadway
Convention Season: All year except July and August
Largest Group Accommodated: 60 (31 rooms, 2 suites available)
Convention Rates: Single: 9.00; Double: 12.00-14.00; Suites: 20.00, European
No. Mtg. Rms. Capacity of Largest: 3 (100)
No. Banquet Rms. Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: .85; Lunch: 1.75; Dinner: 3.75
Liquor: Served in hotel
Changes for Mtg. Rms.: None
Charges for Exhibit Areas: None
Sports Facilities: Golf 4 miles away

SWAMPSCOTT

Railroads: B. & M.

New Ocean House

216 Puritan Road (Phone: Lynn 2-6500)
Manager: Clement Kennedy
Convention Season: Apr., May, June, Sept., Oct.
Largest Group Accommodated: 800 (300 rooms, 20 suites available)
Convention Rates: Single: from 13.00; Double: from 23.00, American
No. Mtg. Rms. & Capacity of Largest: 13 (2,00)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, golf, quoits, private beach, ping pong

TAUNTON

Railroads: N.Y., N.H. & H.

Taunton Inn (HSMA)

Spring & Summer Sts. (Phone: 4-7574)
Manager: J. Edward Downes
Convention Season: All year except July and August
Largest Group Accommodated: 300 (100 rooms, 10 suites available)
Air Conditioning: 2 banquet and meeting rooms
Convention Rates: Single: 6.00; Double: 8.00; Suites: 12.00
No. Mtg. Rms. & Cacapity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: from .99; Lunch: from 1.50; Dinner: from 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screen and projector
Stage: Available
Sports Facilities: Golf

WILLIAMSTOWN

Railroad: B. & M.

Williams Inn

(Phone: 550)
Manager: John F. Treadway
Convention Season: June 1-Nov. 1
Largest Group Accommodated: 50 (35 rooms available)
Convention Rates: Single: 6.50; Double: 12.00
No. Mtg. Rms. & Capacity of Largest: 4 (75)
No. Banquet Rms. & Capacity of Largest: 4 (125)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.75
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Tennis

WINCHENDON

Railroads: N.Y.C.; B. & M.

Toy Town Tavern (HSMA)

(Phone: Winchendon 220)
Manager: John A. McIlhenny
Sales Manager: David F. Treadway
Convention Season: May, Jun., Sep., Oct.
Largest Group Accommodated: 100 (55 rooms, 1 suite available)
Convention Rates: Single: 12.50-14.50; Double: 25.00-29.00; Suites: 35.00, American
No. Mtg. Rms. & Capacity of Largest: 8 (150)
No. Banquet Rms. Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easel, screen, 8mm & 16mm movies & 35mm slide projectors
Stage: Available
Soprts Facilities: Golf, tennis, swimmiag, putting green

WORCESTER

Airlines: Mohawk, NAL
Railroads: N.Y.C.; B. & M.; N.Y., N.H. & H.

AUDITORIUM

Worcester Memorial Auditorium

Lincoln Square (Phone: PLeasant 2-6703)
Manager: Frank G. Kronoff
Exhibit Areas: Main Hall, 18,000 sq. ft.; Basement: 10,000 sq. ft.
Rental Fees and Services: Trade shows or expositions, $3,500 per seven operating days, including one set-up day and one pull-down day. Electrician, stagehand, PA system operator, janitor
Ceiling Height: 70 ft. in Main Hall; Basement, 11 ft.
Dimensions, Opening to Exhibit Hall: 9 ft. by 9 ft.
Elevators and Capacities: Platform elevator, 57 ft. by 14 ft.
Columns: Balcony overhangs Main Hall 30 ft. on three sides
Utilities: Lighting, water, heat
Storage Areas: 2,000 sq. ft. in Basement
Meeting Rooms and Capacities: One—120; seven—49; Little Theatre—704; two—100
Facilities for Food Functions: Banquet for 1,600
Parking Facilities: Metered lots for 200 cars
Distance from Business District: ½ mile

Bancroft Hotel

See Advertisement, Page 16

50 Franklin St. (Phone: Swift 9-4141)
Manager: Charles F. Dolan
Convention Season: All year
Largest Group Accommodated: 450 (300 rooms, 2 suites available)
Air Conditioning: Banquet rooms, some bedrooms
Convention Rates: Single: 6.85 to 8.35; Double: 10.85 to 16.00; Suites: 25.00 up
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Group Meal Rates: Lunch: 2.35; Dinner: 2.95
Liquor: Served in hotel
Charges for Mtg. Rms.: from 5.00
Charges for Exhibit Areas: from 10.00
Audio-Visual Aids: PA system, spotlights
Stage: Yes

MICHIGAN

CHARLEVOIX

Railroads: Pere Marquette; PRR.
Airlines: CAP to Pellston-Traverse City

Charlevoix Beach Hotel

105 W. Dixon Ave. (Phone: Liberty 7-6511)
Manager: E. L. Kramer
Convention Season: June to Sept. 15
Largest Group Accommodated: 300 (200 rooms, some suites available)
Convention Rates: Single: 16.00; Double: 14.00; Suites: 10.00-15.00, American
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, riding, tennis, shuffleboard, fishing, swimming

DEARBORN

Railroads: D.T. & I.; N.Y.C.; Penna.; Western
Airlines: serves through Detroit

Dearborn Inn (HSMA)

2031 Oakwood Blvd. (Phone: Lo 5-3000, Tel. De 380)
Manager: Richard D. McLain
Sales Manager: Donald E. Jenkura
Convention Season: All year
Largest Group Accommodated: 120 (55 rooms, 2 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-14.00; Double: 14.00-18.00; Suites: 18.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (400)

MICHIGAN

Dearborn continued

No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 3,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

DETROIT

Railroads: B. & O.; C.P.; O. & T. Sh. L; D.I.; N.Y.C.; G. Tk.; C. & O.; Penna.; Wez.; D.T.
Airlines: AAA, AAL, CAP, DAL, EAL, MOH, NWA, TWA, VAL, NOR

CONVENTION BUREAU

Detroit Convention & Tourist Bureau
626 Book Bldg. (26)
Herbert E. Boning, Jr., Exec. Vice President

AUDITORIUMS

Convention and Exhibits Building

Veterans Memorial Bldg. (Phone: WO 3-5500) (under construction; available Dec. 31, 1955)
Exhibit Areas: Halls A, B & C; One hall, 300,000 sq. ft., divided by rising partition into three halls, 100,000 sq. ft. each. Hall D, 100,000 sq. ft.
Floor Load: Halls, A, B, C, 400 lbs. per sq. ft. Hall D, 600 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: Halls A, B & C, 30 ft.; Hall D, 20 ft. **PA System:** Available
Dimensions, Opening to Exhibit Hall: 14 ft., 3 in. high by 20 ft. wide
Columns, Locations and Dimensions: Halls A, B & C, 10 columns, 5 ft. by 5 ft., 120 ft. apart and 90 ft. from side walls. Hall D, 3 ft. by 3 ft. columns with 60 ft. bays
Current and Utilities Available: 110, 220, 440 AC, gas, water, drain
Loading Facilities: Ramps and escalators, truck drive-in, docks
Location, Size of Storage Areas: 90,000 sq. ft. on lower level
Number of Meeting Rooms and Capacities: 33—Two 80; Six 100; One 125; Two 150; Four 200; Five 250; One 300; One 400; Six 500; One 800; One 820; One 1,050; One 1,250; One 3,250; plus 20 multi-purpose rooms, seating 50 people or less
Facilities to Handle Food Functions: Can handle banquet for 5,000
Parking Facilities: 3,000 cars at the building proper, 8,000 in the general neighborhood
Distance from Business District: In business district

Masonic Temple

500 Temple (Temple 2-7100)
Manager: C. W. Van Lopik
Exhibit Areas: 50,000 sq. ft.
Rental Fees: On Application
Floor Load: 150 lbs. per sq. ft.
Ventilation: Forced air
Ceiling Height: 14 ft. to 20 ft.
PA System: Available
Elevator and Capacity: One freight, 5,000 lb.
Columns: 15-ft. centers
Utilities: AC and DC current, water
Loading Facilities: Portable dock
Storage Areas: Limited
Meeting Rooms and Capacities: Seat 50 to 5,000
Parking Facilities: Ample
Distance from Business District: Quarter mile

Detroit Leland Hotel (HSMA)

1707 Cass (Phone: Woodward 2-2300, Teletype De 1062, Telegraph GGP)
Manager: Wm. H. Chalmers
Sales Manager: Leslie G. Hodgins
Convention Season: All year
Largest Group Accommodated: 700 (450 rooms, 16 suites available)
Air Conditioning: Some bedrooms, all banquet rooms
Convention Rates: Single: 6.00-15.00; Double: 9.00-18.00; Suites: 22.00-39.50. European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (450)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 100.00 per day
Charges for Exhibit Areas: 100.00 per day
Net Exhibit Space: 4,300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Pick-Fort Shelby Hotel (HSMA)

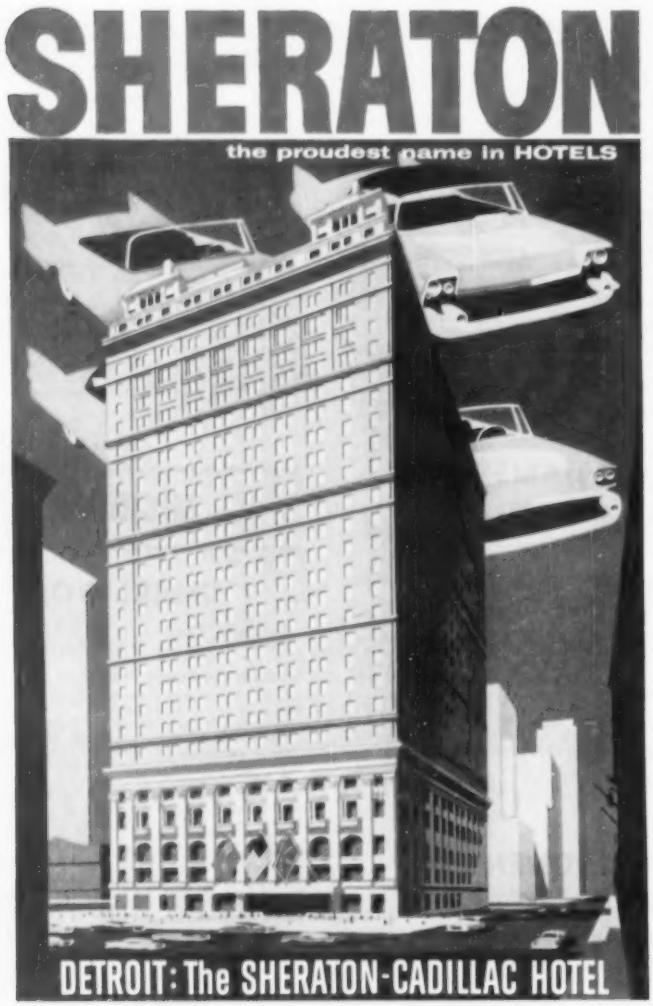
See Advertisement, Page 82

525 W. Lafayette (Phone: Woodward 3-7100, Tel. GXV)
Manager: Jerry Moore
Sales Manager: Jim Stanley
Convention Season: All year
Largest Group Accommodated: 500 (500 rooms, 20 suites available)
Air Conditioning: 200 bedrooms, all banquet rooms
Convention Rates: Single: 4.50-11.50; Double: 7.00-15.50; Suites: 21.00-40.50
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 14 (600)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,472 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 16mm projectors, blackboards, screens
Stage: Available

The Sheraton-Cadillac Hotel

See Advertisement, Page 102

1114 Washington Blvd. (Phone: Wo 1-8000)
Manager: Mark A. Schmidt
Sales Manager: Wm. Goldsberry
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-21.50; Double: 10.75-21.50; Suites: 28.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1000)
No. Banquet Rms. & Capacity of Largest: 15 (800)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: 5.00 per booth per day
Net Exhibit Space: 8,414 sq. ft. on one floor



HEART OF THE MOTOR CITY, the Sheraton-Cadillac is famed for friendly service, superlative rooms and suites, sparkling atmosphere. Grand Ballroom accommodates 800 for banquets, 1000 for meetings. Nine other function rooms accommodate from 10 to 500 people. 1200 rooms and suites. Air-conditioning.

1200 rooms — William Goldsberry, *Sales Manager*

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Audio-Visual Aids: PA system, spotlights, projectors on rental basis, closed-circuit TV
Stage: Available
Sports Facilities: Bowling

Hotel Statler (HSMA)

See Advertisement, Page 18

Washington Blvd. and Grand Circus Park (Phone: Wo 3-6000)
Manager: Ernest G. Steck
Sales Manager: Lloyd K. Stalcup
Convention Season: All year
Largest Group Accommodated: 900 (500 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-13.50; Double: 12.50-19.50; Suites: 25.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (900)
No. Banquet Rms. & Capacity of Largest: 13 (600)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.25; Dinner: 4.25
Liquor: Served in hotel
Charge for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 16,721 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available

Whittier Hotel (HSMA)

415 Burns Drive (Phone: Valley 2-9000)
Manager: James T. Hamiliton
Sales Manager: Mary Lee McMonagle
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 20 suites available)
Air Conditioning: 100 bedroom and all banquet rooms
Convention Rates: Single: 7.00-12.50; Double: 11.00-16.00; Suites: 17.50-50.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (200)
No. Banquet Rms. & Capacity of Largest: 9 (200)
Group Meal Rates: Breakfast: 2.65; Lunch: 3.00; Dinner: 3.95
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: From 15.00
Net Exhibit Space: 4,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, horseback riding

Wolverine Hotel

55 E. Elizabeth St. (Phone: Woodward 3-9000, Telegraph G S R)
Manager: Kenneth A. White
Convention Season: All year
Largest Group Accommodated: 400 (400 rooms, 10 suites available)
Air Conditioning: 50 bedrooms, all banquet rooms
Convention Rates: Single: 5.00-14.00; Double: 8.00-15.00; Suites: 16.00-25.00
No. Mtg. Rms. & Capacity of Largest: 30 (600)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 3,000 sq. ft. 4
Audio-Visual Aids: PA system, spotlights
Stage: Available

FLINT

Railroads: C. & O.; Gr. Tr.
Airlines: CAP

Pick Durant Hotel

See Advertisement, Page 82

Saginaw and Detroit Sts. (Phone: Cedar 2-5131)
Manager: Scott Shattuck
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Bedrooms
Convention Rates: Single: 5.00-9.00; Double: 7.50-13.50; Suites: 21.00-31.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (425)
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

GRAND RAPIDS

Railroads: C. & O.; Gd. Tk.; N.Y.C.; Penna.
Airlines: CAP, NCA, NOR

AUDITORIUM

Civic Auditorium

227 Lyon, N.W. (GL 47-257)
Manager: Fred J. Barr, Jr.
Exhibit Areas: Basement 44,000 sq. ft.; main floor, 16,500 sq. ft.; Black & Silver Rooms, 4,500 sq. ft.
Rental Fees and Services: Basement, $20 per booth (12 ft. by 12 ft.)
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 13 ft. by 12 ft.
Elevators: Lift 50 ft. by 8 ft.
Columns: 2 ft. sq., every 24 ft.
Utilities: AC and DC current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 700; 12 rooms, 75 each
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,500
Parking Facilities: Ample
Distance from Business District: In business district

Manger Hotel

Michigan and Monroe (Phone: Glendale 9-0101) Telegraph- GR 230
Manager: Charles J. Mack
Sales Manager: Doris White
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 8 suites available)
Air Conditioning: 100 bedrooms and all banquet rooms
Convention Rates: Single: 4.00-9.00; Double: 6.50-15.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breagfast: 1.25; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, all sizes projectors
Stage: Available
Sports Facilities: Golf, tennis, swimming, boating, fishing, hunting

Morton Hotel

Monroe & Ionia (Phone: 9-7121)
Manager: Noel K. Black
Sales Manager: Charles Gross
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms and 7 suites available)
Convention Rates: Single: from 5.00; Double: 8.50 to 11.50; Suites: 17.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: from 3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: 9'9" x 13'11"
Sports Facilities: Golf

Pantlind Hotel

(Phone: 97201)
Manager: T. R. Corson
Convention Season: All year
Largest Group Accommodated: 1,100 (550 rooms and 35 suites available)
Convention Rates: Single: 5.50 to 9.00; Double: 7.50 to 16.00; Suites: from 16.00
No. Mtg. Rms. & Capacity of Largest: 14 (750)
No. Banquet Rms. & Capacity of Largest: 14 (535)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 8,440 sq. ft. on one floor
Audio-Visual Aids: Screens

LAST YEAR! 206
Conventions & Sales Meetings

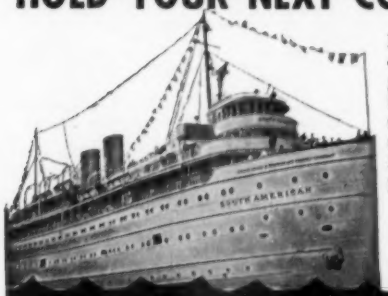
NEW $6,000,000.00
LANSING
CIVIC CENTER
IN THE CAPITOL OF MICHIGAN

- **AUDITORIUM—6,000 Capacity**
- **EXHIBITION HALL—50,000 sq. ft.**
- **SMALL AUDITORIUM—850 Capacity**
- **DINING ROOM—450 Capacity**
- **COMMITTEE ROOMS—For Caucuses**
- **KITCHEN—$125,000.00 Value**

ALSO—Booth Equip., Sign Service, Power, Water, Parking Lot

Charles A. Zioges, Mgr.
Lansing, Michigan **Phone IV 57118**

HOLD YOUR NEXT CONVENTION AFLOAT



For your next national, regional or district convention, sales meeting or group get-together, you can't pick a better meeting place than one of these big Great Lakes cruise ships—the SS NORTH AMERICAN or the SS SOUTH AMERICAN. Let us tell you why.

Write, Wire or Call
N. L. CHINNOCK
General Passenger Agent

GEORGIAN BAY LINE / FOOT OF WOODWARD AVE. WO 3-6760 • DETROIT 26, MICH.

MICHIGAN
continued

JACKSON

Railroads: N.Y.C.; G.T.
Airlines: AAL, NOR

Hotel Hayes
228 W. Michigan Ave. (Phone: State 2-0551)
Manager: John J. Sagmer
Sales Manager: Harry Chapman
Convention Season: All year
Largest Group Accommodated: 400 (160 rooms, 8 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 6.00-7.00; Double: 9.00-11.00; Suites: 12.00-16.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (312)
Group Meal Rates: Breakfast: 1.65; Lunch: 2.00-Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00-10.00
Charges for Exhibit Areas: Same
Net Exhibit Space: 7,056 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, swimming

KALAMAZOO

Railroads: N.Y.C.; Penna.; C.K. S.; Gd. Tk.
Airlines: LCA, NOR

Burdick Hotel
124 W. Michigan (Phone: Fireside 4-0121)
Manager: Edward T. Doty
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 5 suites availablt)
Air Conditioning: 45 bedrooms, all banquet rooms
Convention Rates: Single: 4.75-11.75; Double: 7.75-14.75; Suites: 16.75-30.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: By the bottle
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

LANSING

Airlines: Capital; North Central
Railroads: Gd. Tk.; N.Y.C.; C. & O.

AUDITORIUM

Civic Center
See Advertisement, Page 102
505 W. Allegan St. (Phone: IV 5-7118)
Manager: Charles A. Ziogas
Exhibit Areas: Exhibition Hall, 31,265 sq. ft.; Main Auditorium, 26,808 sq. ft.; Small Auditorium 5,936 sq. ft.
Rental Fees and Services: Exhibition Hall: $350; Main Auditorium: $600; Small Auditorium: $100. Rates for 8 a.m. to midnight
Floor Load: 300 lbs. per sq. ft.
Ventilation: Partially air-conditioned
Ceiling Height: Main Aud.—50'; Exh. Hall—11' 4"; Small Aud.—15' 6"
PA System: Yes
Dimensions, Opening to Exhibit Hall: Ramp entrance, 12 ft. wide, 11½ ft. high
Elevators and Capacities: Two, 2,500 lbs. and 25,000 lbs.
Columns: Exhibition hall only 23½ ft. apart
Utilities: 110 volts—single phase, 216 volts—three phase, 4 wire; water, sewage
Loading Facilities: Stage loading dock, ramp to exhibition hall
Storage Areas: 1,000 sq. ft. adjacent to exhibition hall
Meeting Rooms and Capacities: 6 committee rooms, 60 persons each; Main Auditorium, 6,100; Small Auditorium, 850; Dining Room, 550
Facilities for Food Functions: Three kitchens for banquets for 2,000
Parking Facilities: Lot for 250 cars
Distance from Business District: Two blocks

Olds Hotel
123 W. Michigan (Phone: Iv 5-9155)
Manager: Bruce E. Anderson
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 14 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 8.00-12.00; Suites: 16.00-26.00. Euripean
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 up
Charges for Exhibit Areas: 7.50 up
Net Exhibit Space: Vary
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

MACKINAC ISLAND

Railroads: Penna.; N.Y.C.; **Steamers:** Geo. Bay Line; C. & B. Line; D. & C. Line; Ferries from Mackinaw City & St. Ignace

Grand Hotel (HSMA)
(Phone: 2411)
Manager: N. C. Bicking
Sales Manager: Barry McNulty
Convention Season: June to Sept.
Largest Group Accommodated: 550 (300 rooms, 20 suites available)
Air Conditoning: 2 banquet rooms
Convention Rates: Single: 18.00; Double 15.50-19.00; Parlors: 15.00-25.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (850)
No. Banquet Rms. & Capacity of Largest: 2 (1,250)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal charge for commercial exhibit
Audio-Visual Aids: PA system, spotlights, two 16mm, one 35mm slide projectors
Sports Facilities: Everything except fishing

MUSKEGON

Railroads: C. & O.; G.T.; M.R. & N.; Penna.
Airlines: CAP

Occidental Hotel
3rd & Western (Phone: 2-2611)
Manager: E. R. Sweet Jr.
Convention Season: All year
Largest Group Accommodated: 500 (330 rooms and 6 suites available)
Convention Rates: Single: 4.00; Double: 16.00; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: .75; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: 6.00 to 50.00
Net Exhibit Space: 3,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf

SAGINAW

Railroads: Gd. Tk.; C. & O.; N.Y.C.
Airlines: CAP

Bancroft Hotel
Genesee & Washington Aves. (Phone: 5-7751)
Manager: J. James Ruttman
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms available)
Convention Rates: Single: from 5.50; Double: from 8.50; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 10 (100)
No. Banquet Rms. & Capacity of Largest: 5 (650)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.40; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights
Stage: Yes

MINNESOTA

BEMIDJI

Railroads: Gt. N.; Nor. Pac.; M.St.P.&S.S.M.
Airlines: NOR

Ruttger's Birchmont Lodge
(Phone: 1800)
Manager: Don Ruttger
Convention Season: June and September
Largest Group Accommodated: 160 (29 rooms, 28 cottages available)
Convention Rates: Single: 12.00-1,400; Double: 25.00; Suites: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (265)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm slide and 16mm sound projectors
Stage: Available
Sports Facilities: Golf, tennis, shuffleboard, sailing, water skiing, surf boarding, riding, trap shooting, fishing

BRAINERD

Railroads: Nor. Pac.
Airlines: NOR

Island View Lodge
Gull Lake, Box 141 (Phone: Brainerd 2897)
Manager: Mr. & Mrs. E. B. Curry
Convention Season: June and first two weeks in September
Largest Group Accommodated: 80 (40 rooms, 26 cottages available)
Convention Rates: Single: 14.00; Double 24.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (115)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Not served in hotel; setups available
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 950 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, 8mm, 16mm sound, 35mm slide projectors
Sports Facilities: Fishing, canoeing, sailing, swimming, volleyball, tennis, golf, shuffleboard, motor boating

Madden Lodge
Route 6 (Phone: 2874)
Manager: W. J. Madden
Convention Season: May 27 to July 1, Aug. 24-Sept. 15
Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: 16.00; Double: 22.00
No. Mtg. Rms. & Capacity of Largest: 7 (200)
No. Banquet Rms. & Capacity of Largest: 5 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,100 sq. ft.; 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, easels, 16mm sound projector
Stage: Available
Sports Facilities: Golf, swimming, fishing, tennis, shuffleboard, trap shooting, surf board riding

Roberts Pine Beach Resort
Route #6 (Phone: 2811)
Manager: G. L. Goatting
Convention Season: June, July, Aug. & Sept.
Largest Group Accommodated: 140 (60 rooms, 3 suites available)
Convention Season: June, July, Aug., & Sept. 22.00-24.00; Suites: 14.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.75
Liquor: Not served in hotel; cocktail parties and setups available
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Waterskiing, golf, tennis, boating, trap shootng, fishing, horseback riding

DEERWOOD

Railroads: Nor Pac.

Ruttger's Bay Lake Lodge
(Phone: Deerwood 4290)
Manager: Alec and Jack Ruttger
Sales Manager: Same
Convention Season: May 25-July 1; Aug. 25- Sept. 15
Largest Group Accommodated: 150 (70 rooms available)

Convention Rates: 10.50 a day per person, American plan in convention season
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound and 8mm projectors
Stage: Available
Sports Facilities: Golf, tennis, swimming, horseback, fishing

DULUTH

Railroads: Nor. Pac.; Gt. Nor.; D.S.S. & At.; D.M. & I.R.; C. & N.W.; C.M. St. P. & P.; D.W. & P.; M. St. P. & S.S.M.

Hotel Duluth

231 East Superior St. (Phone: RAndolph 7-4677)
Manager: C. R. Schiek
Convention Season: All year
Largest Group Accommodated: 800 (33 rooms, 30 suites available)
Convention Rates: Single: 4.75-7.50; Double: 7.50-10.50; Suites: 15.50-38.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,722 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available

MINNEAPOLIS

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C. & N.W.; Gt. Nor.; M. & St. L.; Soo line; Nor. Pac.; C.R.I. & P.; M.A. & C.R.; M.E.; M.N. & S.; M.T.; M.W.
Airlines: BNF, CAP, NOR, NWA, OZA, WAL

CONVENTION BUREAU

Minneapolis Convention & Visitors Bureau
1750 Hennepin Ave. (3)
Julius L. Perlt, Manager

AUDITORIUM

Minneapolis Municipal Auditorium

Grant St. and 3rd Ave., S. (Phone: FE. 3-1217)
Co-Managers: Atwood A. Olson and Melvin Dahl
Exhibit Areas: Main Arena, 25,000 sq. ft.; lower exhibition hall, 30,500 sq. ft.; West Hall, 11,000 sq. ft.
Rental Fees and Services: $500 to $650; includes heat, light, cleaning
Floor Load: Main Aud., 200 lbs. per sq. ft. balance unlimited; **Ventilation:** Air Cooled
Ceiling Height: Main Aud., 82 ft.; Exhib. Hall, 16 ft. **PA System:** Western Electric
Dimensions, Opening to Exhibit Hall: 9 ft. 10 in. by 10 ft. 9 in.
Elevators and Capacities: Four freight, 3,000 lbs.
Columns: Lower exhibition hall only, 32 columns 23½ by 32 ins.
Utilities: 110 and 220 AC current, water, gas
Loading Facilities: Drive ramp to basement, loading dock for 1st floor
Storage Areas: Corridors and ramps
Meeting Rooms and Capacities: Four rooms, 40 to 200
Facilities for Food Functions and Banquet Capacity: Own concessionaire can serve 500; outside caterers can feed 3,000
Parking Facilities: 6 Lots within 1 block area
Distance from Business District: Six blocks

Curtis Hotel

10th St. 3rd Ave. (Phone: FE 3-5144)
Gen. Manager: C. Chas. Melony
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-7.50; Double: 7.50-13.00; Suites: 12.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Charges for Exhibit Areas: None if meals served
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

Hotel Dyckman (HSMA)

6th St. bet. Henn. & Nicollet (Phone FE 2-7244)
Manager: Morris G. Levy, Jr. and Harrison Lecy
Sales Manager: Walter Peterson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms, 80% of bedrooms
Convention Rates: Single: 6.50; Double: 8.50-15.00; Suites: 25.00-32.00
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 11 (600)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 1.65; Dinner: from 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Net Exhibit Space: 17,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens, easels, blackboards
Stage: Available

Leamington Hotel (HSMA)

3rd Ave. 10th & 11th Sts. (Phone: Federal 3-6161; Teletype: MP 512)
Manager: E. William Benson
Sales Manager: Grant Baere
Convention Season: All year
Largest Group Accommodated: 900 (450 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms, 200 bedrooms
Convention Rates: Single: 8.00-11.00; Double: 10.00-18.00; Suites: 18.00-65.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (3,000)
No. Banquet Rms. & Capacity of Largest: 20 (2,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 27,000 sq. ft. on two floors
Audio-Visual Aids: All types available, PA system, spotlights
Stage: Available

Hotel Pick Nicollet (HSMA)

See Advertisement, Page 82

Nicollet and Washington Sts. (Phone: FE 3-3177, Teletype MP 33)
Acting Manager: Thomas P. Ryan
Sales Manager: Wm. R. Rudin
Convention Season: All year
Largest Group Accommodated: 800 (350 rooms, 21 suites available)
Air Conditioning: 105 bedrooms, all suites, all banquet rooms
Convention Rates: Single: 8.00-12.50; Double: 10.50-15.50; Twins: 11.50-16.50; Suites: 25.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 16 (1,000)
No. Banquet Rms. & Capacity of Largest: 16 (1,000)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 17,545 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, swimming, skating, tennis

Radisson Hotel

See Advertisement, Page 105

45 South Seventh St. (Phone: Federal 3-2181) (Telegraph: MP 423)
Manager: Donald E. Clayton
Sales Manager: Thomas J. FitzGerald
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 14 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 5.50-10.00; Double: 8.50-12.50; Twins: 12.00-16.00; Suites: 25.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,350)
No. Banquet Rms. & Capacity of Largest: 9 (900)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-250.00
Charges for Exhibit Areas: 10.00 to 250.00
Net Exhibit Space: 10,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards, rostrums
Stage: Available

MOOREHEAD

Railroads: Nor. Pac.; Gt. Nor.

Frederick Martin Hotel (HSMA)

403 Center Ave. (Phone: 3-2466)
General Manager: LaMarr Bittlinger
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, entire second floor
Convention Rates: Single: 5.00; Double: 8.00; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: from .80; Lunch: from 1.10; Dinner: from 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,280 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Swimming, golf

PEQUET LAKES

Breezy Point Lodge

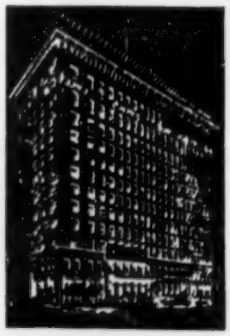
(Phone: Lowell 8-4315)
Manager: Ken L. Keller
Convention Season: June 9-September 15
Largest Group Accommodated: 450 (75 rooms available)
Convention Rates: Single: 15.00-18.00, American
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, slide projector & 16mm equipment
Stage: Available
Sports Facilities: Golf, shuffleboard, tennis, bowling, pool

ROCHESTER

Railroads: C. & N.W.; C. Gt. W.
Airlines: BNF, NWA, WAL

AUDITORIUM

Mayo Civic Auditorium



In the Heart of Downtown Minneapolis

For better and BETTER SALES MEETINGS

- CONVENIENT DOWNTOWN LOCATION
- 2 FAMOUS RESTAURANTS — COFFEE SHOP
- MEETING ROOMS — SAMPLE ROOMS
- TWO BALLROOMS — ENTERTAINMENT

OUTSTANDING GUEST ACCOMMODATIONS

Teletype: MP 423
Phone: FEderal 3-2181

the Radisson hotel
MINNEAPOLIS

MINNESOTA

Rochester continued

30 2nd Ave. S.E. (Phone: 3963)
Manager: Alberta Chance
Exhibit Areas: Arena, 16,000 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: Unlimited
Ventilation: Excellent
Ceiling Height: 35 ft.
PA System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: 9 ft. by 12 ft.
Columns: None
Utilities: Water, gas and electricity
Storage Areas: 32 ft. by 65 ft. adjacent
Meeting Rooms and Capacities: North Hall, 400; South Hall, 150; Theater, 1,490
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,400
Parking Facilities: Large lot adjacent
Distance from Business District: Three blocks

Mr. "K" Presents

YOUR KEY TO BETTER *Sales Meetings*

THE KAHLER HOTEL ROCHESTER, MINN.

Big City Facilities With A Small Town's Convenience

- The Midwest's best bet for sales meetings and convention groups from 25 to 300 people.
- 8 minutes to airport – 3 minutes to railroad station.
- Friendly, intimate atmosphere . . . a little city exclusive.
- Air conditioned guest rooms and meeting areas.
- Subway connected to other downtown hotels.
- Six hundred and fifty luxurious rooms.

Write or call Earl L. Jorgensen, Director of Sales and Public Relations, for complete details and colored brochures.

The Kahler Hotel (HSMA)

See Advertisement, Page 106

20 Second Ave., S.W. (Phone: AT 2-2581)
Pres. & Gen. Mgr.: Roy Watson, Jr.
Sales Manager: Earl L. Jorgensen
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, 257 bedrooms
Convention Rates: Single: 6.00-16.50; Double: 8.75-21.00; Suites: 25.00-47.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.50 plus tip; Lunch: 1.75 plus tip; Dinner: 2.75 plus tip
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary, depending on room business
Charges for Exhibit Areas: 15.00 (8 x 10) booth
Net Exhibit Space: 3,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, flip charts, slide projector, blackboard, 16mm projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, baseball, hockey, basketball nearby

ST. PAUL

Railroads: Burl.; C. Gt. W.; C. & N.W.; C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Nor. Pac.;

125 Conventions a Year Can't be Wrong!

Meeting Space for 1500 - Housing for 500 in Headquarters

. . . plus the Glamor of a Luxurious Gulf Resort

M. & St. L.; M. Ct. P. & S.S.M.; M.T.
Airlines: BNF, CAP, NOR, NWA, OZA, WAL

CONVENTION BUREAU

St. Paul Convention Bureau
332 Cedar St. (1)
John B. Marshall, Manager

AUDITORIUM

Saint Paul Auditorium

143 West 4th St. (Garfield 7361)
Manager: Edward A. Furni
Exhibit Areas: Arena, 47,000 sq. ft.; Exhibition Hall, 54,000 sq. ft.
Rental Fees and Services: $540 per day or session, or $275 plus cost of opening and operating; includes all services except attendants
Floor Load: Arena, 800 lbs. per sq. ft.; Exhibition Hall, unlimited
Ventilation: Good
Ceiling Height: Arena, 60 ft.; Ex. Hall, 17 ft.
PA System: Altec-Lansing
Dimensions Opening to Exhibit Hall: Arena, 11.5 ft. high by 40 ft.; Ex. Hall, 17 ft. high by 13 ft.
Elevators and Capacities: One, 6,000 lbs.
Columns: 25 ft. centers
Utilities: AC and DC 110-220
Storage Areas: Adequate
Meeting Rooms and Capacities: Theater, 2,801; Stem Hall, 1,250; Ramsey Hall, 550; two small halls, 150 each; 14 committee rooms
Facilities for Food Functions and Banquet Capacity: Refreshment service; caterers can stage banquet for 4,000
Parking Facilities: Adequate adjacent lots
Distance from Business District: Three blocks

Hotel Lowry (HSMA)

4th & Wabasha (Phone: CApitol 2-6611)
Manager: William C. Wolf
Sales Manager: Vincent J. Long
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-9.00; Double: 8.00-12.50; Suites: 20.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of largest: 3 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Avg. 7.50 per booth per day
Net Exhibit Space: 10,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights,
Stage: Available

St. Paul Hotel

363 St. Peter St. (Phone: Capital 2-4114)
Manager. R. R. Sheadle
Sales Manager: Vincent Long
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 20 suites available)
Convention Rates: Single: 5.50; Double: 9.00; Suites: 17.50 to 40.00
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Group Meal Rates: Breakfast: 1.50 to 2.00; Lunch: 2.00 to 2.75; Dinner: 3.00 to 5.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: TV and movie equipment, PA system, spotlights
Stage: Available

MISSISSIPPI

BILOXI

Railroads: Lv. & N.; Ill. Cent.
Airlines: NAL, SOU

Buena Vista Hotel (HSMA)

See Advertisement, Page 106

Central Beach Blvd. (Phone: Idlewood 6-5511, Tel. TWX (163)

Sail Right into Biloxi for your Convention

More than a hundred Fine Hotels and Motels . . .

Convention hosts and guests will find excellent meeting facilities and everything for their comfort and pleasure here on the scenic, historic Mississippi Coast at Biloxi . . . more than a hundred hotels and motels lining the beach provide choice lodgings for conventions up to 1500 . . scores of restaurants offer a wide variety of food featuring seafood specialties . . . all of the outdoor and water sports . . . excursion boats for cruises on the Gulf . . . hundreds of charter boats for deep sea fishing . . . harbor for yachts and cruisers.

For complete information, write

BILOXI
Port Commission
BILOXI, MISSISSIPPI
On The Gulf of Mexico

Plenty of Seafood for you to eat or catch

The Coast is "the most"

for Conventions

Come and see why so many say the Coast is **the** place for conventions and sales meetings . . . 3000 rooms in the heart of things . . . meeting rooms for up to 1500 . . . plenty of display space for exhibitors.

Banquet and dining facilities are outstanding . . . plenty of entertainment day or night . . . fishing, boating, five 18-hole golf courses . . . drive in 4-lane safety and comfort along 28 miles of white sand beach, swim, sail or sun bathe . . .

Only 60 minutes from New Orleans or Mobile by bus, car or rail . . . air facilities, too.

Write or contact Chamber of Commerce in any of cities listed below.

Visit MISSISSIPPI'S

Gulf Coast

PASS CHRISTIAN · LONG BEACH · GULFPORT · BILOXI

MISSISSIPPI

Biloxi continued

Manager: Jimmie Love
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms, 27 suites available) and 84 motel units
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-9.50; Double: 8.50-14.50; Suites: 20.00-50.00, European Plan
No. Mtg. Rms. & Capacity of Largest: 9 (1,700)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,500 sq. ft. on one floor, part separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Swimming, golf, fishing, sailing, Gulf cruises, ping pong, and shuffleboard

The White House, Hotel and Motel

West Beach Blvd. (Phone: Idlewood 6-4343, Tel. TWX 163)
Manager: C. J. Nichols
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 300 (115 rooms, 3 suites available) plus 8 motel units and 20 cottages
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-7.50; Double: 8.50-12.50; Suites: 17.50-27.50, European
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,200 sq. ft. on one floor; 1,000 sq. ft. separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Gulf beach, golf, shuffleboard, all water sports

Edgewater Gulf Hotel

See Advertisement, Page 108

(Phone: UN-41312)
Manager: A. P. Shoemaker, Jr.
Sales Manager: Nan Meisner
Convention Season: All year
Largest Group Accommodated: 450 (225 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00-18.00; Double: 26.00-30.00; Parlors: 12.00 extra, American
No. Mtg. Rms. & Capacity of Largest: 11 (450)
No. Banquet Rms. & Capacity of Largest: 11 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Not served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,069 sq. ft.; 2,869 sq. ft. separate area
Audio-Visual Aids: PA system, spotlights, 16mm, View-Graph and Vu-Lyte projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, shuffleboard, badminton, horseshoe pitching and softball

GULFPORT

Railroads: L. & N.; I.C.
Airlines: NAL, SOU

Markham Hotel

Beach Blvd. (Phone: UN 4-2121)
Manager: Frank Fagan
Sales Manager: Charlie Miller
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.50; Double: 8.00-12.50; Suites: 18.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Available for private groups
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 3,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Swimming, golf, fishing

JACKSON

Railroads: Ill. Cent.; G.M. & O.
Airlines: DAL, SOU

AUDITORIUM

Jackson Municipal Auditorium

125 S. Congress St. (Phone: 2-3818)
Manager: George T. Kurts
Exhibit Areas: 8,100 sq. ft.
Rental Fees: $150 to $200 per day
Floor Load: Unlimited
Ventilation: Blower system
Ceiling Height: 30 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Triple doors, standard width
Utilities: All required
Loading Facilities: Ramp to doors
Storage Areas: Limited
Meeting Rooms: None
Facilities for Food Functions: Can feed catered lunch to 800
Parking Facilities: Limited
Distance from Business District: In center city

Edwards Hotel (HSMA)

See Advertisement, Page 109

235 W. Capitol (Phone: 2-7741, Tel. TWX-JN 182)
Manager: E. Bill Green
Sales Manager: George Sturm

Your Host with the Most
on the MISSISSIPPI GULF COAST
Edgewater Gulf HOTEL
OVERLOOKING THE GULF of MEXICO
midway between GULFPORT & BILOXI
EDGEWATER PARK, MISS.
"THE GULF COAST'S FINEST HOTEL FOR THE FINEST CLIENTELE"
100% AIR-CONDITIONED

Everything under one roof—meeting rooms for small, Regional or large National groups, banquet and dining facilities. Beach—swimming pool—private 18-hole championship golf-course—dancing—planned entertainment. We specialize in personalized attention!
Inquiries appreciated and promptly handled.
Write: A. P. SHOEMAKER Jr., General Manager
N. MEISNER, Sales and Convention Manager

Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 24 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-8.00; Double: 8.00-12.00; Suites: 15.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 17 (900)
No. Banquet Rms. & Capacity of Largest: 17 (700)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Dry state—customers may bring their own
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 150.00 per day for ballroom
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens, closed circuit TV
Stage: Available
Sports Facilities: Golf, tennis, swimming

Heidelberg Hotel

131 E. Capitol St. (Phone: 2-6571)
Manager: Alvin L. Grubbs
Convention Manager: M. I. Sandefur
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-8.00; Double: 7.00-11.00; Suites: 18.00
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 8 (1,100)
Group Meal Rates: Breakfast: 1.00 up; Lunch: 1.50 up; Dinner: 2.00 up
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 13,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

MERIDIAN

Railroads: Ill. Cent.; G.M. & O.; M. & B.R.; So. Ry.
Airlines: DAL

Lamar Hotel

5th St. and 21st. Ave. (Phone: 8161)
Manager: Robert H. Worth
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 6.00-10.00; Suites: 12.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 2 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Charges for Mtg. Rms.: 10.00 to 25.00
Net Exhibit Space: 1,100 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

OCEAN SPRINGS

Railroads: L. & N.
Airlines: Southern, National to Gulfport.

Gulf Hills Dude Ranch & Country Club

See Advertisement, Page 109

(Phone: TRinity 5-2211)

Manager: Dick & Gladys Waters
Sales Manager: Cess Spearman
Convention Season: All year except Mar., April, July, Aug.
Largest Group Accommodated: 150 (70 rooms and 6 suites available)
Convention Rates: Single: 15.00 to 19.00; Double: 24.00 to 30.00; Suites: 30.00 to 44.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No Banquet Rms. & Capacity of Largest: 2 (225)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 3.50 to 4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Audio-Visual Aids: Screen, PA system, spotlights
Stage: Available
Sports Facilities: 18-hole golf course, pool, riding, boating, fishing, water skiing, tennis, shuffleboard

MISSOURI

EXCELSIOR SPRINGS

Railroads: C.R.I. & P.; Wab.; C.M. St. P. & P.

Elms Hotel

See Advertisement, Page 16

Elms Boulevard (Phone: ME 7-2181)
Manager: Robert A. Mullin
Sales Manager: Miss Rayloa M. Lavin
Convention Season: All year, except July and August
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Banquet halls, some bedrooms
Convention Rates: Single: 15.00; Double: 26.00; Suites: 25.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,813 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sport Facilities: Tennis, archery, croquet, horseback riding, swimming, golf, badminton

The Oaks Hotel

See Advertisement, Page 16

109 S. Street (Phone: Medford 7-2151)
Manager: G. W. Bishoff
Convention Season: All year
Largest Group Accommodated: 100 (70 rooms available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 3.50 to 6.00; Double: 5.00 to 8.00; Suites: 10.00
No. Mtg. Rms. & Capacity of Largest: 3
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.25; Lunch: 1.25; Dinner: 1.50
Liquor: Yes
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: None if convention headquarters

JOPLIN

Railroads: A.T. & S. Fe.; Frisco Sys.; Mo. Pac.; M.K. & T.; K.C. So.; M. & A.
Airlines: AAL, CEN, OZA

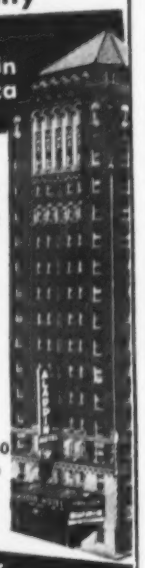
Connor Hotel

4th & Main (Phone: 5100)
Manager: Steve Howard
Convention Season: All year
Largest Group Accommodated: 450 (275 rooms, 15 suites available)
Air Conditioning: 3 banquet and meeting rooms, 125 bedrooms
Convention Rates: Single: 4.00-5.00; Double: 5.50-7.00; Suites: 12.00-14.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (275)
Group Meal Rates: Breakfast: .75 to 1.50; Lunch: .85-2.00; Dinner: 1.50-4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlight, screens

save travel time • save conven-tion costs • meet in the center of the south

THE Aladdin HOTEL
in Kansas City

A Wonderful MEETING PLACE in the Heart of America



Convention, Sales Meeting, and Banquet Facilities for up to 400

Completely AIR CONDITIONED

TOWER BALLROOM
RESTAURANT
COFFEE SHOP
COCKTAIL LOUNGE

Connecting tunnel to new 1200 car Auditorium Plaza Garage

K. C.'s Most Convenient Downtown Location

For Additional Information write to Ralph Pellow, Mgr.
1213 WYANDOTTE, K. C., MO.
or call Victor 2-0371

CONVENTION FAVORITE IN KANSAS CITY

Hotel President

personalized service for conventions up to 500 and conventionally priced

- 400 "comfortized" air-conditioned rooms — 18 suites — free radio and running ice water in every room.
- 2nd Floor expressly designed for your needs—especially equipped conference and dining rooms.
- Main ballroom capacity—Meeting 800—Dining 600—Junior ballroom & Aztec room 250. Closed circuit telecast facilities available. Drum Room & bar featuring famous cuisine and entertainment.
- Ideal location in the heart of Kansas City 6 min. from Union Station & Municipal Airport 1 block from Municipal Auditorium. Garage & parking facilities adjacent.

• for illustrated brochure write: Convention & Catering Dept.

HOTEL President

14th & Baltimore • Kansas City, Mo.

MISSOURI
continued

KANSAS CITY

Railroads: Santa Fe; Burl.; G.M. & O.; C. Gt. W.; C.M. St. P. & P.; Frisco; K.C. So.; M.K. & T.; Mo. Pac.; Wab.; U.P.; R.I. & P.; K.C. K.V.; Str.
Airlines: BNF, CEN, CAL, DAL, OZA, TWA, WAL

CONVENTION BUREAU

Convention & Visitors Bureau
Chamber of Commerce (6)
E. L. Pavel, Manager

AUDITORIUMS

Municipal Auditorium
1310 Wyandotte (HA 1-8000)
Manager: Clarence B. Hoff, Director
Exhibit Areas: Exhibition Hall, 90,000 sq. ft.
Rental Fees: Vary according to usage
Floor Load: Unlimited **Ventilation:** Air Conditioned
Ceiling Height: 11 ft. and 25 ft. **PA System:** Available
Dimensions, Opening to Exhibit Hall: Truck door
Columns: 4 ft. sq. and 5 ft. sq.
Utilities: 110-215 volt, 3 phase AC; water, gas, steam
Loading Facilities: Direct to booth
Storage Areas: 25,000 ft. adjoining
Meeting Rooms and Capacities: 26 to seat from 25 to 425
Facilities for Food Functions: No kitchen but can seat 3,000 at banquet
Parking Facilities: 2,500 cars can park in immediate vicinity
Distance from Business District: Three blocks

Kansas City Municipal Stadium
2128 Brooklyn Avenue
Manager: City Manager
Exhibit Areas: 120,000 sq. ft.
Rental Fees and Services: Percentage of gate with minimum; include all utilities, personnel
Floor Load: Unlimited
Ventilation: Open
PA System: 700 Watt, Cube speakers
Dimensions, Opening to Exhibit Hall: 12 ft. in width
Columns, Location and Dimensions: None in exhibit area
Current and Utilities Available: 200 V, gas, water
Loading Facilities: Ground loading
Railroad Sidings: 2 blocks away
Number of Meeting Rooms and Capacities: One for 30 people
Facilities to Handle Food Functions: Concessionaire, kitchen
Parking Facilities: Off street facilities for 6,000 cars
Distance from Business District: 15 blocks

The Aladdin Hotel
See Advertisement, Page 110
1213 Wyandotte St. (Phone: Victor 0371)
Manager: Ralph Pellow
Sales Manager: W. R. Warren
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms and 10 suites available)
Convention Rates: Single: 4.00 to 8.00; Double: 6.00 to 10.00; Suites: 18.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Group Meal Rates: Breakfast: .75 to 1.00; Lunch: from 1.50; Dinner: from 2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Available

Continental Hotel (HSMA)
11th & Baltimore (Phone: HA 1-6040)
Manager: Noel Daniel
Sales Manager: Victor Manske
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 12 suites available)
Convention Rates: Single: from 5.50; Double: from 8.50; Suites: 22.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00, Dinner: 3.00
Liquor: Served in hotel
Air Conditioning: 60% of hotel
Charges for Banquet & Mtg. Rms.: from 12.50
Net Exhibit Space: 7,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool in hotel

Muehlebach Hotel and Towers (HSMA)
12th St. Baltimore to Wyandotte (Phone: GR 1-1400; Teletype: KC530)
Manager: Barney L. Allis
Sales Manager: M. F. Buddy Landon
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 11.00; Suites: 25.00-75.00. European
No. Mtg. Rms. & Capacity of Largest: 24 (1,000)
No. Banquet Rms. & Capacity of Largest: 24 (850)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 9,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projection booth, screens
Stage: Available

Phillips Hotel (HSMA)
12th & Baltimore (Phone: GR 1-5020)
Manager: C. E. Phillips, Jr.
Sales Manager: Bea Kennedy
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-10.50; Double: 9.50-13.00; Suites: 20.50-28.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (260)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Nominal
Charges for Exhibiting Areas: Vary
Net Exhibit Space: 2,070 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

New Pickwick Hotel
727 McGee St. (Phone: GR 1-5100)
Manager: H. T. Torpey
Sales Manager: Mrs. Gordon
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 6.35; Double: from 7.85; Suites: from 14.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (150)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: from 2.00; Lunch: from 2.50; Dinner: from 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: from 7.50
Charges for Exhibit Areas:
Net Exhibit Space: 9,876 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Yes

Hotel President
See Advertisement, Page 110
14th & Baltimore (Phone: GR 1-5440)
Manager: Frank J. Dean
Sales Manager: Harold Bosworth
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-9.50; Double: 8.50-15.00; Suites: from 26.00
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 14 (700)
Group Meal Rates: Breakfast: .75-1.50; Lunch: 1.00-2.50; Dinner: from 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 7,470 sq. ft. on 2 floors
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available

ST. JOSEPH

Railroads: A.T. & S.F.; C.B. & Q.; C.G.W.; C.R.I. & P.; Mo. Pac.; U.P.
Airlines: BNF

AUDITORIUM

Municipal Auditorium

4th and Farnon Sts. (Phone: 4-5663)
Manager: Lewis Wallace
Exhibit Areas: Main Arena, 9,600 sq. ft.; basement, 8,000 sq. ft.; small exhibit room, 4,375 sq. ft.
Rental Fees and Services: $150 per day, includes heat, light, cleaning
Floor Load: Unlimited
Ventilation: 4 large exhaust fans in ceiling of arena; heating-forced circulating hot air
Ceiling Height: 60 ft.
PA System: Available
Dimensions, Opening to Exhibit: 20 ft. wide by 16 ft. high
Utilities: AC current, 220 volts
Loading Facilities: Railroad siding
Storage Areas: Basement
Meeting Rooms and Capacities: One, 500
Facilities for Food Functions: None
Parking Facilities: Good
Distance from Business District: Three blocks

Hotel Robidoux

5th & Francis St. (Phone: 4-0881)
Manager: Robert Barrie
Sales Manager: E. Abry
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 150 bedrooms
Convention Rates: Single: 4.75; Double: 6.25; Suites: 15.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1,400)
No. Banquet Rms. & Capacity of Largest: 11 (900)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: Depends upon room patronage
Net Exhibit Space: 10,000 sq. ft.; 8,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 8mm silent, 16mm silent & sound projectors, screens, closed-circuit TV
Stage: Available
Sports Facilities: Pool tables

ST. LOUIS

Railroads: G.M. & O.; B. & O.; Burl.; L. & M.; N.Y.C.; Frisco Sys.; Ill. Cent.; L. & N.; M.K. & T.; Mo. Pac.; C. & E.I.; C.R.I. & P.; T.R.R. of St. L.; N.Y.C. & St. L.; M'frs; Penna.; Ill. Term; St. L.S.W.; St. L. & O'F.; So. Ry.; Wab.
Airlines: AAL, BNF, CEN, DAL, EAL, OZA, TWA

CONVENTION BUREAU

St. Louis Convention, Publicity & Tourist Bureau
911 Locust St. (1)
F. H. Rein, Secretary and General Manager

AUDITORIUM

Henry W. Kiel Auditorium

Market St., between 14th & 15th St. (CHestnut 1-1010)
Manager: Louis J. Gualdoni
Exhibit Areas: Convention Hall, 20,000 sq. ft.; Promenade, 20,000 sq. ft.; Exposition Hall, 100,000 sq. ft.
Rental Fees: Depends on Event
Floor Load: Convention Hall and Promenade, 500 lbs. per sq. ft.; Exposition Hall, unlimited
Ventilation: Forced air and air conditioning
Ceiling Heights: Exposition Hall, 14 to 20 ft.; Convention Hall, 90 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 20 by 19 ft.
Columns: None in Convention Hall or Promenade; vary in Exposition Hall
Utilities: AC and DC current, hot and cold water, steam, compressed air, gas and drainage
Loading Facilities: Truck unloading on Exposition Hall floor
Storage Areas: Ample
Meeting Rooms and Capacities: One seats 10,500; one seats 3,500; four seat 650 each; 13 seat various capacities from 75 to 300
Facilities for Food Functions: Banquet facilities for 3,000 in one room
Parking Facilities: Ample
Distance from Business District: In business district

Chase Park Plaza Hotels

See Advertisement, Page 23

212-220 N. Kingshighway (Phone: FOrest 1-2500)
Manager: Chase—Jack Shoemaker; Park Plaza—Jack Flynn
Sales Manager: Bob Ross
Convention Season: All year
Largest Group Accommodated: 1,000 (500 units including suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 25 (2,500)
No. Banquet Rms. & Capacity of Largest: 25 (1,800)
Group Meal Rates: Breakfast: from .85; Lunch: from 1.35; Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: Screen, PA system, spotlights
Stage: Hydraulic Stage (20' x 50')
Sports Facilities: Swimming pool, golf, tennis, riding, boating

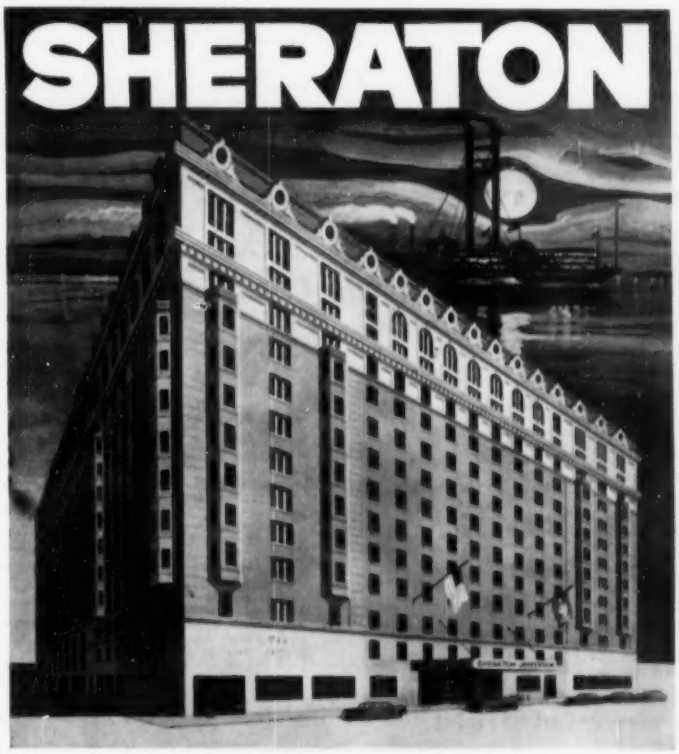
Coronado Hotel (HSMA)

See Advertisement, Page 16

3701 Lindell Boulevard (Phone: JEfferson 3-7700)
Manager: Arthur J. Newman
Sales Manager: Walter Grupe
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 25 suites available)
Air Conditioning: Yes
Convention rates: Single: 7.50 to 12.50; Double: 9.50 to 16.00; Suites: 16.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 12
No. Banquet Rms. & Capacity of Largest: 12
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Yes
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Lennox Hotel

9th & Washington (Phone: Central 1-7200)
Manager: T. J. Robinson



IN ST. LOUIS — IT'S THE

SHERATON - JEFFERSON

LARGEST HOTEL IN ST. LOUIS. One of America's outstanding convention hotels. Fabulous Gold Room seats 1050 for banquets, 1600 for meetings. Exhibit space and many other function rooms for from 15 to 650 persons. Parking, air-conditioning, TV.

800 rooms

Randall L. Davis, *General Manager*

SHERATON *the proudest name in* **HOTELS**

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

MISSOURI

St. Louis continued

Convention Season: All year
Largest Group Accommodated: 300 (180 rooms and 10 suites available)
Convention Rates: Single: from 6.50; Double: from 7.50; Suites: from 20.00
No. Mtg. Rms. & Capacity of Largest: 4 (150) Folding doors open up between rooms to hold 300
No. Banquet Rms. & Capacity of Largest: 4 (150)
Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.50; Dinner: from 3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food or beverage is served. Otherwise, 25.00 to 100.00
Net Exhibit Space: 3,089 sq. ft. on mezzanine
Audio-Visual Aids: Projector and screens, PA system, spotlights

Mayfair Hotel

8th & St. Charles (Phone: CE 1-7500)

Manager: C. Gordon Heiss
Convention Season: All year
Largest Group Accommodated: 200 (350 rooms and 30 suites available)
Convention Rates: Single: 6.50 to 10.00; Double: 10.00 to 14.00; Suites: 17.50
No. Mtg. Rms. & Capacity of Largest: 5 (75)
No. Banquet Rms. & Capacity of Largest: 5 (75)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from 20.00
Audio-Visual Aids: PA system, spotlights

Pick-Melbourne Hotel (HSMA)

see Advertisement, Page 82

3601 Lindell Blvd. (Phone: Olive 2-2500)
Manager: Ray E. Karr
Sales Manager: A. E. Stephens
Convention Season: All year
Largest Group Accommodated: 550 (375 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 276 bedrooms
Convention Rates: Single: 6.00-9.50; Double: 8.50-13.50; Suites: 15.50-25.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (250)
No. Banquet Rms. & Capacity of Largest: 7 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Same
Net Exhibit Space: 3,375 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights, screens, lecturns, blackboards
Stage: Available
Sports Facilities: Golf, swimming

Sheraton-Jefferson Hotel (HSMA)

See Advertisement, Page 111

12th & Locust Sts. (Phone: MA 1-4600)
Manager: Randall Davis
Sales Manager: Gregory R. Lucy
Convention Season: All year
Largest Group Accommodated: 1,100 (500 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-10.50; Twin: 13.50-17.00; Suites: 28.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,800)
No. Banquet Rms. & Capacity of Largest: 15 (1,100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Vary—minimum charge
Net Exhibit Space: 13,960 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Statler Hotel (HSMA)

Se Advertisement, Page 18

9th & Washington (Phone: A 1-1400; Teletype: SL 570)
Manager: Fletcher Brumit
Sales Manager: Jack Alumbaugh
Convention Season: All year
Largest Group Accommodated: 750 (450 rooms, 19 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.00; Double: 9.50-14.00; Suites: 32.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (800)
No. Banquet Rms. & Capacity of Largest: 14 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: 4.00 per 8 x 10 booth
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

MONTANA

BILLINGS

Railroads: N.P.; C.B. & Q.; G.N.
Airlines: WAL, NWA, FAL

AUDITORIUM

Shrine Auditorium

1125 Broadwater St. (Phone: 9-2316)
Manager: Harold Weston
Exhibit Areas: Two, (14,000 sq. ft.; one ,2,100 sq. ft.
Floor Load: Ground floor, unlimited
Ventilation: Blowers
Ceiling Height: Main Auditorium, 30 ft.; lower floor, 11 ft.
PA System: All rooms
Dimensions, Opening to Exhibit Hall: 10 ft. 6 in. wide by 10 ft.
Columns: Lower floor, 20 ft. on center; upper floor, none
Utilities: 110 volt, 220 volt, electric harness available
Loading Facilities: Ramp to main auditorium and lower exhibit hall
Storage Areas: Storage building 40'x80'—adjacent to auditorium
Meeting Rooms and Capacities: One—1,500; one —200
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: Six acres
Distance from Business District: 8 blocks

Northern Hotel

28th at 1st (Phone: 5-5121)

Manager: Ray Bering
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 5 suites available)
Convention Rates: Single: from 4.50; Double: from 6.50; Suites: from 25.00
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 10 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: from 2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 3,804 Sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Available

BUTTE

Railroads: Nor. Pac.; Gt. Nor.; U.P.; B. An. & Pac.; C.M. St. P. & P.
Airlines: NWA, WAL

AUDITORIUM

Butte Civic Center

1340 Harrison Ave. (Phone: 2-2353)
Manager: Rene Rouleau
Exhibit Area: Main Arena, 22,800 sq. ft.
Rental Fees and Services: $250 per day includes house crew
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 35 ft.
P. A. System: Altec with dual amps
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft. high
Columns: None
Utilities: 220 Volt AC current
Storage Areas: Rear of building
Meeting Rooms and Capacities: 20 small rooms
Facilities for Food Functions: None
Parking Facilities: 3,000 cars
Distance from Business District: Half mile

Hotel Finlen

102 E. Broadway (Phone: 5461)
Manager: James E. Durham
Convention Season: All year
Largest Group Accommodated: 200 (170 rooms, 1 suite available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 5.50-7.50; Double: 7.50-9.00; Suites: 25.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor Served in hotel
Charges **for Mtg. Rms.:** 10.00
Charges for Exhibit Areas: 10.00
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Golf, swimming, hunting, fishing, horseback riding

MISSOULA

Railroads: C.M. St. P. & P.; Nor. Pac.
Airlines: NWA

Hotel Florence (HSMA)

111 North Higgins Ave. (Phone: 6-6631)
Manager: Herb Jensen
Convention Season: All year
Largest Group Accommodated: 300 (137 rooms available)
Convention Rates: Single: 5.00-6.00; Double: 7.00-8.00; Suites: 9.50-14.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.50; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 20.00 flat rate for average-sized booth
Net Exhibit Space: 5,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

NEBRASKA

COLUMBUS

Hotel Evans

See Advertisement, Page 16

1354-27th Ave. (Phone: LO 4-3177)
Manager: Martin Strelow
Convention Season: All Year
Largest Group Accommodated: 125 (60 rooms available)
Air Conditioning: Banquet halls and some bedrooms
Convention Rates: Winter Rates: Single: 3.25 to 5.50; Double: 5.75 to 8.50. Summer Rates: Single: 3.25 to 6.00; Double: 5.75 to 9.00
No. Mtg. Rms. & Capacity of Largest: 3 (160)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Group Meal Rates: Breakfast: 1.10; Lunch: 1.50; Dinner: 1.75
Liquor: Yes
Charges for Mtg. Rms.: 5.00 to 20.00
Charges for Exhibit Areas: 5.00 to 20.00
Net Exhibit Space: 2,270

LINCOLN

Railroads: C.B. & Q.; C.R.I. & P.; Mo. Pac.; C. & N.W.; U.P.
Airlines: BNF, UAL

AUDITORIUM

Pershing Municipal Auditorium

15th & N St. (Phone: 7-3761)
Manager: Don Jewel
Exhibit Areas: 30,000 Exhibition Hall; 18,000, Main Arena; 7,000 Concourse. Total sq. ft., 55,000
Rental Fees and Services Included in Rent: Commercial shows, $500. Arena, $250. Fee includes all services except special labor
Floor Load: 250 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Heights: 50 ft. arena
P. A. System: Yes
Dimensions, Opening to Exhibit Hall: 10 x 10
Elevators and Capacities: One
Columns: Exhibition hall only, some 25'6" on center; others 45'6"
Current and Utilities Available: 110, 220, 440 v; gas, air, steam, sewer
Loading Facilities: 10x10 door into Arena plus 12' doors from Concourse; 20x12 door into Exhibition Hall; also dock at stage
Storage Facilities: 10,000 sq. feet around Exhibition Hall
Meeting Rooms and Capacities: Two for 100 persons; one for 200; one for 750; six for committees up to 15 persons
Facilities for Food Functions: Banquets up to 1 500
Parking Facilities: Two large parking garages one block away
Distance from Business District: Downtown

Capitol Hotel

See Advertisement, Page 16

11th & P Streets (Phone: 2-1261)

Manager: Harold Goodwin
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Air Conditioning: Banquet hall and some bedrooms
Convention Rates: Single: 350 to 6.25; Double: 6.00 to 9.25
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 1.75
Liquor: Beer only
Charges for Mtg. Rms.: 25.00
Charges for Exhibit Areas: 50.00
Audio-Visual Aids: PA system, spotlights

Hotel Cornhusker (HSMA)

301 S. 13th (Phone: 2-6971)

Managing Director: A. Q. Schimmel
Sales Manager: Miss Amber White
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 16 suites available)
Convention Rates: Single: 4.50 to 10.00; Double: 7.00 to 13.00; Suites: 24.50 to 26.50
No. Mtg. Rms. & Capacity of Largest: 5 (800)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Liquor: Package only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,444 sq. ft.
Audio-Visual Aids: Movie screens, PA system, spotlights
Stage: Available

Hotel Lincoln

See Advertisement, Page 16

147 North Ninth St (Phone: 2-6601)

Manager: Bert N. Schloesser
Sales Manager: Mrs. Sarah Craven
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Yes
Convention Rates: Single: 400 to 6.00; Double: 4.50 to 8.00; Suites: 8.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.35; Dinner: 2.00
Liquor: Private parties
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights
Stage: Yes

NORFOLK

Railroads: C. & N. W.; U. P.
Airlines: Braniff

Hotel Madison

See Advertisement, Page 16

110 N. 4th St. (Phone: 1920)

Manager: John R. Wren
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms 12 suites available)
Air Conditioning: Banquet and some bedrooms
Convention Rates: Single: 4.75-5.50; Double: 7.25-8.00; Suites: 9.75-12.00
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 5
Liquor: Yes
Charges for Mtg. Rms.: 5.00-25.00
Charges for Exhibit Areas: 15.00
Net Exhibit Space: 4,024 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, blackboard
Stage: Yes
Sports Facilities: Golf, tennis

OMAHA

Railroads: C.B. & Q.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; Mo. Pac.; C. & N.W.; U.P. Sys.; Wab.
Airlines: BNF, NOR, UAL

AUDITORIUMS

Omaha Civic Auditorium

1804 Capitol Avenue (Phone: WE 1323)

Manager: John R. Balmer
Exhibit Areas: Main Arena Floor: 25,000 sq. ft.; Outer Concourse: 25,000 sq. ft.; Exhibit Hall: 65,000 sq. ft.
Rental Fees: On application
Floor Load: 100-150 lbs. per sq. ft.
Ventilation: Electric eye
Ceiling Height: Arena: 58 ft., Exhibit Hall, 11½ ft.
P. A. System: In all rooms
Dimensions, Opening to Exhibit Hall: 12 ft. by 11 ft.
No. of Elevators and Capacities: 1 Freight, 6,000 lbs.
Columns: Arena, none; Exhibit Hall, vary from 16 ft. to 30 ft. centers
Utilities: Electricity, water, drainage
Loading Facilities: Two large doors at floor level
Storage Areas: Ample

Ak Sar Ben Coliseum

63rd & Shirley (Jackson 8333)

Manager: J. J. Isaacson
Exhibit Areas: 28,000 sq. ft.
Rental Fees and Services: $500 per day, includes heat, light, water
Dimensions, Opening to Exhibit Hall: 20' by 20'
Columns, Location: Outer perimeter of floor
Current Available: 220 volt
Parking Facilities: Lot for 6,000 cars
Distance from Business District: Three miles

Blackstone Hotel

36th and Farnam Sts. (Phone: Harney 0945)

Manager: Edward T. Schimmel
Sales Manager: Robert Smallwood
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 up; Double: 10.00 up; Suites: 15.00 up. American
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: .85; Lunch: 1.00 up; Dinner: 2.25 up
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,380 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Paxton

See Advertisement, Page 164

14th & Farnam (Phone: AT 8326)

Manager: Julius Drolick
Sales Manager: Edward Rush
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 7 suites available)
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: 5.00 to 20.00
Audio-Visual Aids: Screen, PA system, spotlights
Stage: Available

Rome Hotel

See Advertisement, Page 16

16th and Jackson Sts. (Phone: Atlantic 9354)

Manager: Don O. Roberts
Convention Season: All year
Largest Group Accommodated: 575 (300 rooms, 2 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 3.50-4.50; Double: 5.75-8.25; Suites: 10.50. European
No. Mtg. Rms. & Capacity of Largest: 11 (500)
No. Banquet Rms. & Capacity of Largest: 11 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 7.75
Charges for Exhibit Areas: 5.00 to 7.75
Net Exhibit Space: 10,120 sq. ft., 8,920 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available

Sheraton-Fontenelle Hotel (HSMA)

See Advertisement, Page 113

18th and Douglas Sts. (Phone: At 6226)

Manager: J. B. York
Sales Manager: Paul Johnson
Convention Season: All year
Largest Group Accommodated: 1,500 (400 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.00; Double: 8.50-15.00; Suites: 25.00-32.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: 14 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Same
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, closed-circuit TV
Stage: Available

NEVADA

LAS VEGAS

Railroads: U.P.
Airlines: BAL, TWA, VAL, WAL

CONVENTION BUREAU

Las Vegas Convention Bureau
P.O. Box 950
Richard F. Tully, Manager

ANOTHER DISTINGUISHED SHERATON HOTEL

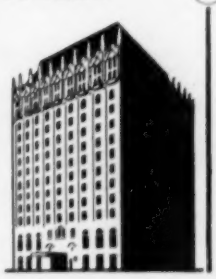
IN OMAHA, NEBR.

SHERATON-FONTENELLE

Centrally located in business and shopping center. Near new municipal auditorium. 3 air-conditioned function floors including new floor with seating facilities for 1500. Banquet facilities for 1250. Closed circuit TV facilities. Guest rooms air-conditioned, free radio and TV, private bath.

350 rooms

JOHN B. YORK, *General Manager*
LLOYD N. PRINCE, *Director of Sales*



NOW IN THE CONVENTION PICTURE

BIG

THE NEW AUDITORIUM & CONVENTION CENTER ..... puts Fabulous Las Vegas firmly in the convention picture, with your delegates actually "rubbing elbows" with the celebrities that make Las Vegas the entertainment capital of the World. Picture yourself, in completely air conditioned comfort, using all or any part of these 90,000 square feet of display area . . . completely contained under one roof . . . an auditorium seating 7,500 . . . 22 meeting rooms, seating anywhere from 150 to 1200, banquets up to 3000 persons.

If main floor of auditorium used for exhibits, then 129,000 sq. ft. is available . . . complete with electricity, water, gas and sewer facilities.

Ground Was Broken Oct. 31, 1957
Convention Center ready March 1959

LAS VEGAS NEVADA

AS

SERVED BY THESE MAJOR AIRLINES:

• TWA • WESTERN • BONANZA • SOUTHWEST • UNITED

The phrase "continuous entertainment" might have been coined to describe Las Vegas. In this lush desert playground your convention business can be conducted without thought to absenteeism brought on by members "seeing the town." These sights are available 24 hours a day in Las Vegas!

Picture yourself in a beach chair (between sessions, of course) beside the pool of one of America's finest hotels or motels . . . all with complete swimming facilities ! Sounds "out of this world?" It isn't really. Las Vegas boasts, with justifiable community pride, 11,000 of the most deluxe motel and hotel rooms in the country today.

NEVER A DULL MOMENT!

The Las Vegas area has something for every one of your members and their families • Not one but two 18 hole golf courses, plus a night-lighted pitch and putt course for the really avid player • Fishing for some of the largest trout and bass in the country • Boating on the largest man-made body of water in the world, Lake Mead • Skiing and winter sports in the wooded Mount Charleston Area • Both lake and mountain picnic areas • Swimming in the pools at all hotels • A veritable treasure house of specimens for the rock hound or pebble puppy • Enchanting near-ghost towns and deserted silver or gold mines, for family hiking pleasure • The world's finest food, served informally or as a dress affair — at the world's most popular prices.

For information on Las Vegas — Please Write
CONVENTION BUREAU
Las Vegas, Nevada —
Chamber of Commerce

PLUS, OF COURSE . . . . .

the world's finest entertainment featured twice nightly in an atmosphere straight out of your favorite spectacular, with dancing after the show !

The World's Finest Entertainment
–24 HOURS A DAY

EGAS

SURFACE TRANSPORTATION BY:
• Union Pacific Railroad • All Major Bus Lines • U.S. Hiways 91, 95, 66

Fabulous . . .

EVEN FOR

Fantastic Las Vegas

The *Riviera's* NEW MEETING and EXHIBIT HALL

- LAVISHLY APPOINTED AUDITORIUM 72'x140'
- COMFORTABLY SEATS 1,200 PERSONS
- ACCOMMODATES 84 EXHIBIT BOOTHS
- IDEAL FOR SALES PRESENTATIONS & SHOWS

Even in fabulous Las Vegas, where "normal" is extraordinary, the facilities of the magnificent Riviera stand out. The Riviera is now able to handle any meeting — from the smallest executive conference — to a large national convention or sales meeting.
And nowhere on the famous "strip" will you find the equal to our 'round the clock shows and entertainment and renowned cuisine. The Riviera is truly a meeting planners dream come true.

PLANNING A SALES INCENTIVE PROGRAM?

Enthusiasm runs at an all time high when the prize is a trip to Las Vegas. Write us about the Riviera's special program.

Ben Goffstein, V.P. Genl. Mgr.
Elmo Ellsworth, Dir. of Sls.

Now under construction:

New wing — 150 deluxe rooms and suites — For a total of 450 of the most luxurious accommodations in the world

MAGNIFICENT Riviera HOTEL

THE SMARTEST ADDRESS IN *Las Vegas, Nevada*

NEVADA

Las Vegas continued

AUDITORIUM

Las Vegas Convention Center

See Advertisement, Page 114, 115

Paradise & Desert Inn Roads
Exhibit Areas and Square Footage of Each: Exhibit Hall A, 45,000 sq. ft.; Exhibit Hall B, 45,000 sq. ft.; Main Auditorium, 36,000 sq. ft.
Rental Fees: $10.00 per booth (10' x 10')
Flood Load: 100 lb. per sq. ft.
Ventilation: Air conditioning
Ceiling Height: 25 ft.
PA System: R.C.A.
Dimensions, Opening to Exhibit Hall: 18' wide 20' high
Columns, Location and Dimensions: 45' on center, 2 rows 106' apart
Current and Utilities Available: 50 KW at each column
Location, Size of Storage Areas: 84' x 120'
Number of Meeting Rooms and Capacities: 9 rooms 4,000 total capacity
Facilities to Handle Food Functions: Banquet up to 3,000
Parking Facilities: Yes
Distance from Business District: 3 blocks

Dunes Hotel & Casino

On the Strip (Phone: DUdley 2-7700)
General Manager: J. Carlton Adair
Hotel Manager: Larry Lorimer
Convention Season: All year
Largest Group Accommodated: 350 (180 rooms and 7 suites available)
Convention Rates: Single: 8.00; Double: 10.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Group Meal Rates: Breakfast: .70 to 1.50; Lunch: 1.25 to 3.50; Dinner: 3.25 to 6.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: Projectors, closed-circuit TV, screen, PA system, spotlights
Stage: Available
Sports Facilities: Fishing, boating, skiing, swimming

Wilbur Clark's Desert Inn

See Advertisement, Page 117

Highway 91 (Phone: Dudley 2-600)
Manager: Carl J. Williams
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-15.00; Double: 10.00-15.00; Suites: 22.00-40.00. European
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50 up; Dinner: 5.00 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

El Rancho Vegas

Highway 91 (Phone: Dudley 2-1300)
Manager: Virgil C. Murphy
Sales Manager: Elinore Wiley
Convention Season: All year, except holiday periods
Largest Group Accommodated: 450 (200 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-15.00; Double: 24.00-30.00; Suites: 25.00-75.00
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, horseback riding, fishing, tennis

Hotel Flamingo Inc.

Highway 91 (Phone: Dudley 2-4000)
Manager: Tony DeCarlo
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-20.00; Double: 10.00-20.00; Suites: 20.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Swimming, horseback riding, tennis, golf

Fremont Hotel

200 Fremont St. (Phone: DUdley 4-3333)

Manager: Morris L. Glass
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms, 4 suites available)
Air Conditioning: Yes
Convention Rates: Single: 9.00; Double: 12.00; Suites: 24.00
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 1.50-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if food is served
Charges for Exhibit Areas: No charge if food is served
Net Exhibit Space: 1,800 sq. ft. on one floor
Audio-Visual Aids: Blackboard, PA system, spotlights
Stage: Portable
Sports Facilities: Golf, fishing

Las Vegas Hacienda (HSMA)

Highway 91 (Phone: Dudley 2-7800; Telegraph-LV8639)
Manager: Richard B. Taylor
Resident Manager: Robert A. Schmuck
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: 10.00 per room, double, twin or single, European
No. Mtg. Rms. & Capacity of Largest: 3 (850)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf boating, swimming, fishing, water skiing, hiking, skiing

Hotel Riviera (HSMA)

See Advertisement, Page 116

"The Strip" Highway 91
Manager: Ben Goffstein
Sales Manager: Elmo Ellsworth
Convention Season: All year
Largest Group Accommodated: 400 (312 rooms, 17 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00; Double: 12.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (850)
Group Meal Rates: Breakfast: .50 to 1.65; Lunch: 1.25 to 3.00; Dinner: 3.50 to 7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors, screens, closed-circuit TV
Stage: Available
Sports Facilities: Swimming, golf, horseback riding, boating, fishing

Royal Nevada Hotel

Highway 91 (Phone: Dudley 2-4060)
Manager: L. D. Hubbard
Sales Manager: Maury Stevens
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-12.00; Double: 12.00-14.00; Suites: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 1 (400)
Group Meal Rates: Breakfast: to 1.65; Lunch: 1.25 to 3.00; Dinner: 3.50 to 3.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf

Sahara Hotel (HSMA)

Highway 91 (Phone: Dudley 2-6800)
Manager: Robert J. Glenn
Sales Manager: Herb McDonald
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 11.00-15.00; Double: 12.00-16.00; Suites: 25.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (750)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.50; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

Sands Hotel

Highway 91 (Phone: Dudley 2-7100) Teletype LV 8688
Manager: Jack Entratter
Sales Manager: Lloyd C. Cope
Convention Season: All year, except summer and holidays
Largest Group Accommodated: 500 (323 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-18.00; Double: 14.00-20.00; Suites: 35.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: .70-1.50; Lunch: 1.70-2.50; Dinner: 3.75-5.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming, golf

Thunderbird Hotel

Highway 91 (Phone: Dudley 2-5100)
Gen. Manager: Jacob Kozloff
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 10.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors of all types and sizes
Stage: Available
Sports Facilities: Casino, golf, swimming, horseback riding

Tropicana Hotel

South 5th. St. (Phone: Dudley 2-6850)
Manager: R. O. Cannon
Sales Manager: H. T. O'Hara
Convention Season: All year
Largest Group Accommodated: 400 (180 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-16.00; Double: 14.00-18.00; Suites: 35.00-50.00
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms. & Capacity of Largest: 3 (525)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,900 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

RENO

Railroads: So. Pac.; V. & T.; W.P.
Airlines: BAL, UAL, WAL

CONVENTION BUREAU
Convention Department
P.O. Box 2109
Robert N. Sullivan, Director

Hotel El Cortez

235-241 W. 2nd. St. (Phone: FA 2-9161)
Manager: Edward F. Kinney
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-7.00; Double: 9.00-11.00; Twins: 10.00-12.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: .65; Lunch: 1.05; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary

NEVADA

Reno continued

Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis, horseback riding, skiing

Holiday Hotel

Mills and Center Sts. (Phone: FA 9-0411)
Manager: Lee Frankovich
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-14.00; Double: 11.00-16.00; Suites: 20.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None, when meals served
Charges for Exhibit Areas: 10.00-20.00 per room
Audio-Visual Aids: PA system, spotlights, projectors of all types and sizes
Stage: Available
Sports Facilities: Golf, swimming, fishing, bowling, hunting

Mapes Hotel

(Phone: Reno 3-1611)
Manager: W. H. Ramage
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 10.00; Twins: 12.00; Suites: 30.00
No. Mtg. Rms. & Capacity of Largest: 2 (350)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None, if headquarters
Charges for Exhibit Areas: None, if headquarters
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Fishing, hunting, skiing, swimming

The Riverside

17 So. Virginia St. (Phone: FAirview 3-2011)
Manager: Lee Frankovich
Convention Season: All year
Convention Rates: Single: 8.00 to 13.00; Double: 12.00 to 25.00; Suites 16.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

ANNOUNCING

the appointment of

Ben Harrison

As Managing Director

and

Win Chesley

as Director of Sales

THE *Mount Washington*
BRETTON WOODS
NEW HAMPSHIRE
New York Office: Suite 902
1 East 57th Street, N. Y. 22, PL 5-7640

NEW HAMPSHIRE

BRETTON WOODS

Railroads: B. & Me.; Me. Cent.

The Mount Washington Hotel (HSMA)

See Advertisement, Page 118

(Phone: Bretton Woods 1000)
Managing Director: Ben Harrison
Sales Manager: Win Chesley
Convention Season: Last week in May through June, Sept., Oct.
Largest Group Accommodated: 550 (278 rooms, 6 suites available)
Convention Rates: Single: 21.00-25.00; Double: 17.00-20.00. American
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 8 (800)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm, projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, bowling, fishing, putting green, driving range, horseback riding

The Convention Center of New England

THE *Balsams*

DIXVILLE NOTCH • NEW HAMPSHIRE
"THE SWITZERLAND OF AMERICA"

White Mountain 4600 acre resort with every convention facility at no extra charge.

- Accommodations to 500 from early June to July 15th and August 15th to late September.
- Exhibit space—theater—spacious Conference Rooms—all visual aids.
- Banquet facilities for 550—Cocktail Lounges—Fine cuisine
- New Olympic Heated Swimming Pool—Spring of 1958
- All sports—18 hole Donald Ross Golf Course—fishing

For rates and details write or phone: Philip C. Young, General Manager, Dixville Notch, N. H. Dixville 9010.

CRAWFORD NOTCH

Railroads: Me. Cent.

Crawford House Club

U.S. Route #302 (Phone: Twin Mountain, 30, Telegraph Crawford House)
Manager: Richard Edgerton
Convention Season: June, July, Sept., Oct.
Largest Group Accommodated: 304 (165 rooms, 6 suites available)
Air Conditioning: No
Convention Rates: Single: 13.00-16.00; Double: 24.00-30.00; Suites: 40.00-60.00. American
No. Mtg. Rms. & Capacity of Largest: 8 (275)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. separate area from meeting room

Audio-Visual Aids: PA system, spotlights, 35mm, 16mm projectors
Stage: Available
Sports Facilities: Golf, tennis, swimming, lawn bowling, horseback riding, putting green

DIXVILLE NOTCH

The Balsams Hotel (HSMA)

See Advertisement, Page 118

(Phone: 9010)
Convention Manager: W. E. Bill Brown
Convention Season: June to Oct. 15
Largest Group Accommodated: 500 (275 rooms, 10 suites available)
Air Conditioning: No
Convention Rates: Single: 18.00; Double: 16.00; Suites: 44.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: Spotlights, 16mm, 35mm projectors, PA system
Stage: Available
Sports Facilities: Golf, tennis, bowling, swimming, fishing, badminton, putting green, shuffleboard

FRANCONIA

Railroads: Served through Littleton

Forest Hills Hotel

Manager: George W. Collier
Convention Season: June and September
Largest Group Accommodated: 200 (120 rooms, 6 suites available)
Air Conditioning: No
Convention Rates: Single: 17.00; Double: 15.00 per person
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: RCA 16mm, Eastman 30mm, PA system, spotlights
Stage: No
Sports Facilities: Golf, tennis, swimming, riding

MANCHESTER

Railroads: B. & Me.
Airlines: NEA

Hotel Carpenter

323 Franklin St. (Phone: National 5-5422)
Manager: Herbert Brewster
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: 4.00-8.00; Double: 6.00-11.50. Eurogean
No. Mtg. Rms. & Capacity of Largest: 4 (355)
No. Banquet Rms. & Capacity of Largest: 1 (355)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00-50.00
Charges for Exhibit Areas: 15.00-60.00
Net Exhibit Space: 3,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

PIKE

Railroads: B. & M.

Lake Tarleton Club

See Advertisement, Pag 119

Manager: Ben Kellogg
Sales Manager: Joe L. McKible
Convention Season: June 10 to Sept. 10, except July & August
Largest Group Accommodated: 450 (200 rooms and 20 suites available)
Convention Rates: Single: 15.00 to 20.00; Double: 30.00 to 38.00; Suites: 40.00 to 50.00. American
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: Theater for movies, PA system, Spotlights
Stage: Available with complete theatrical equipment
Sports Facilities: Golf, putting course, 9-hole clock, tennis, baseball, handball, riding range, horses and buggys, badminton, bathing beach, boating, water skiing

PORTSMOUTH

Railroads: B. & Me.

Wentworth-By-The-Sea Hotel

(Phone: Ge 3100)
Manager: James B. Smith
Sales Manager: Wm. C. Walton
Convention Season: 15 May to 15 Oct., except July and Aug.
Largest Group Accommodated: 450 (230 rooms, 20 suites available)
Convention Rates: Single: 16.00-20.00; Double: 26.00-40.00; Suites: 30.00-50.00
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00-50.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis, boating, horseback riding

RANDOLPH

Railroads: B. & M.

The Ravine House

(Phone: Ho 6-3311)

Manager: Mrs. Phyllis M. Shea
Convention Season: Late June, July 4 to 15, mid Sept. to mid Oct.

New Hampshire's

Most Distinguished Convention Hotel

Sunset Hill House
Sugar Hill • New Hampshire

Looking for something new? Sunset's 1,000 acre estate in the center of the White Mountains is your answer to a perfect meeting place.

Check These Features

- **Free golf—9 hole sporty course**
- **Five meeting rooms**
- **Cocktail Lounge, Delicious Food**
- **Capacity 350**
- **Cheerful friendly hospitality**
- **Convenient transportation**

Season—June, September and October

WRITE today for complete convention folder.

Warren R. Swift, *President*

Sunset Hill House **Sugar Hill, N. H.**

5 LAKES
5,500 ACRES

Sky High IN THE WHITE MOUNTAINS

Lake TARLETON *Club*

PIKE • NEW HAMPSHIRE
ALL-INCLUSIVE RATES . . . NO EXTRAS

Every room twin bedded with bath • Dancing nightly, 2 orchestras • Floor shows, Name attractions • Completely equipped theatre for Movies, Vaudeville, Exhibitions • 7 Tennis Courts • Top Name Pro-18-Hole Championship Golf Courses. 9 and 18-hole Putting • Sportsman's Shows on Lake Front • 800 foot Beach • Plenty of Boats • Sight-seeing Bus Trips • Activities for the Ladies • Fashion Shows, Play Reviews • Varied Novel Programs to your Taste all through-the-day or Evenings . . . PLUS use of every facility — at your elbow — for your every wish or whim.

Write JOEL McKIBLE, Sales Manager, for detailed information

All thru the year, The DUPONT TARLETON, on Biscayne Bay MIAMI • FLORIDA

that rivals the best in the world.

NOW—ONLY ONE HOUR FROM NEW YORK CITY

and 'most anywhere in New Jersey (not much more from Philadelphia!). One of America's most magnificent resort hotels offers perfect setting for

SALES MEETINGS · CONVENTIONS FRATERNAL AND SOCIAL GROUPS

BERKELEY-CARTERET

ASBURY PARK, N. J.

For an executive session of 6, or full-scale convention of 600, you'll find the type of set-up and service you require, and a staff with years of know-how. Pool, Restaurants, Dancing, Entertainment. All sports facilities. *Fireproof*. 400 outside rooms. OPEN ALL YEAR.

N. Y. **WOrth 2-4018**

elsewhere, call Asbury Park:

PROSPECT 5-5000.

Meeting in

ATLANTIC CITY?

Fly

the RADAR Line

UNITED

AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

NEW HAMPSHIRE

Randolph continued

Largest Group Accommodated: 80 (35 rooms available)
Convention Rates: Single. 10.00-12.00; Double: 20.00-24.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 16mm 35mm, slide projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, ping pong, shuffleboard, croquet

SUGAR HILL

Railroads: B. & Me.

Sunset Hill House (HSMA)

See Advertisement, Page 119

(Phone: Franconia 3-6411)
Manager: Warren Swift
Convention Season: June-Sept.-Oct
Largest Group Accommodated: 300 (175 rooms, 10 suites available)
Convention Rates: Single: 14.00-18.00; Double: 26.00-32.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Golf, tennis, croquet, shuffleboard, billiards, putting green

WHITEFIELD

Railroads: B. & Me.; M.C.

The Mountain View House

Mountain View Road (Phone: 7-2511)
Manager: Mrs. Thomas W. Silk
Sales Manager: Frank S. Dodge, Jr.
Convention Season: June, September, October
Largest Group Accommodated: 340 (195 rooms, 8 suites available)
Convention Rates: Single: 18.00; Double: 16.00-17.00; Suites: 10.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 7 (250)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Chargts for Exhibit Areas: None
Audio-Visual Aids: Two 35mm. projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming, golf, tennis, croquet, putting, shuffleboard, lawn bowling, fishing

NEW JERSEY

ASBURY PARK

Railroads: PRR.; J.C.; N.Y. & Long Br.
Airlines: AAA

Berkeley-Carteret Hotel (HSMA)

See Advertisement, Page 120

Ocean Ave. (Phone: Prospect 5-5000)
Manager: Clark H. Chambers
Sales Manager: A. A. Gutteridge
Convention Season: Sept. through June — some small Summer meetings
Largest Group Accommodated: 650 (400 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, 250 bedrooms
Convention Rates: Single: 8.00-10.00; Double: 12.00-16.00; Suites: 20.00-30.00
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Group Meal Rates: Breakfast: .65-1.25; Lunch: .75-2.50; Dinner: 3.95-7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, easels, projection equipment
Stage: Available
Sports Facilities: Golf, swimming, riding, tennis

ATLANTIC CITY

Railroads: PRR; P.-R. S. S.
Airlines: AAA, EAL

CONVENTION BUREAU

Atlantic City Convention Bureau
16 Central Pier
Wayne Stetson, Manager

AUDITORIUM

Atlantic City Convention Hall

2309 Boardwalk (Phone 4-3081)
Manager: Philip E. M. Thompson
Exhibit Areas: Main Hall, 156,802 sq. ft.; Ballroom, 23,000 sq. ft.; lower level, 97,488 sq. ft.
Rental Fees and Services: Basic rental for meetings—$2,500 a day for Arena; Ballroom: $500 for day or evening; $750 for day and evening; 25c per sq. ft. for exhibitions. Services include light, heat, use of booths and original chair set up
Floor Load: 250 lbs. per sq. ft. **Ventilation:** Ballroom, air conditioned; Main hall, fans
Ceiling Height: Ballroom, 60 ft.; Main Hall, 135 ft.; lower level, 10 ft. 2 ins. to 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight entrances, 25 ft. wide by 20 ft. high; main entrance, 54 ft. wide
Elevators and Capacities: Two 5-ton; two 25-ton
Columns: None except in lower level, 2 ft sq. at 20 ft. intervals
Utilities: All currents and all utilities
Loading Facilities: Loading platforms on each side of building; railroad siding on two sides
Storage Areas: Depends on occupancy
Meeting Rooms and Capacities: 21 with capacity 100 to 1,000; Ballroom, 4,400; arena, 32,000
Facilities for Food Functions and Banquets: Portable restaurant; banquets up to 10,000
Parking Facilities: 500 cars in lower level; numerous lots nearby
Distance from Business District: In center of business district

The Ambassador (HSMA)

Boardwalk at Stenton Ave. (Phone: 5-4141)
Manager: John Nolan
Sales Manager: Betty Torpey
Convention Season: All year
Largest Group Accommodated: 1,500 (650 rooms, 52 suites available)
Convention Rates: Single: 8.00-18.00; Double: 10.00-22.00; Suites: 20.00-45.00
No. Mtg. Rms. & Capacity of Largest: 18 (550)
Group Meal Rates: Breakfast: from 2.00; Lunch: from 2.50; Dinner: from 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None, when headquarters
Net Exhibit Space: 60,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, swimming, boating, indoor pool, ice skating

Chalfonte-Haddon Hall (HSMA)

See Advertisement, Page 121

No. Carolina Ave. & Boardwalk (Phone: 4-0141)
Manager: Joseph I. McDonell
Sales Manager: E. D. Parrish
Convention Season: All year
Largest Group Accommodated: 1,500 (800 rooms, 75 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-11.00; Double: 10.00-24.00; Suites: 30.00-46.00. European
No. Mtg. Rms. & Capacity of Largest: 33 (1,800)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: On request
Net Exhibit Space: 66,047 sq. ft.; 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, viewgraph, cinemascope, 16mm, 35mm, 2x2 & 3¼ x 4 projectors
Stage: Available
Sports Facilities: Golf, tennis, fishing, hunting, squash courts, game rooms, putting green & shuffleboard

The Outstanding

Convention Address

CHALFONTE-HADDON HALL

ON THE BOARDWALK

ATLANTIC CITY, N. J.

The meeting and banquet rooms in number, variety and seating capacity, compare favorably with those of the largest hotels in the United States.

Haddon Hall

ROOM	FLOOR	SEATING	DINING	SIZE
Card Room	Main Lobby	60	No	39′ 7″ x 17′ 0″
Library	" "	40	No	35′ 6″ x 16′ 6″
Total public space				25,692 Sq. Ft.
Vernon Room	*Main Lobby* Lounge	900	600	51′ 0″ x 103′ 6″
Garden Room	"	250	150	33′ 6″ x 51′ 0″
Combined Total	*Lounge*	*1150*	*750*	
Solarium	Lounge	175	128	22′ 0″ x 66′ 0″
Pavilion	"	75	48	13′ 0″ x 52′ 0″
A	"	18	12	10′ 0″ x 19′ 0″
Sun Porch	"	175	90	91′10″ x 17′ 1″
Wedgwood Area	"		1200	13,400 Sq. Ft.
Total public space	*Lounge*			43,755 Sq. Ft.
Rutland Room	Upper Lounge	500	360	45′ 3″ x 85′ 9″
134	" "	20	12	13′ 6″ x 21′ 0″
Bakewell Room	" "	60	48	28′ 5″ x 18′ 9″
Rowsley Room	" "	50	32	26′10″ x 13′11″
Total public space	*Upper Lounge*			5,211 Sq. Ft.
Viking Theater	Tower Floor	415	No	45′ 6″ x 56′ 0″
West Room	" "	350	234	45′ 7″ x 50′ 0″
Tower Room 1333	" "	50	40	22′ 0″ x 24′ 6″
Tower Room 1335	" "	35	16	15′ 0″ x 24′ 6″
Tower Room 1337	" "	50	40	22′ 0″ x 24′ 6″
Tower Room Combined		*150*	*120*	
1332	Tower Floor	20	12	14′ 9″ x 20′ 0″
Mandarin Room	" "	125	88	16′ 0″ x 59″ 4″
1344	" "	60	48	20′ 0″ x 30′ 0″
1367	" "	20	No	15′ 0″ x 18′ 6″
Total public space	*Tower Floor*			8,320 Sq. Ft.
Navajo Room	15th Floor	125	48	16′ 0″ x 59′ 0″
Television Room	" "	125	48	16′ 0″ x 59′ 0″

Chalfonte

ROOM	FLOOR	SEATING	DINING	SIZE
Blue Room	Main Lobby	90	70	24′ 4″ x 33′ 7″
Roberts Room	" "	135	90	24′ 4″ x 41′ 4″
Carolina Room	Lounge	1800	1200	134′ 5″ x 81′ 4″
Music Room	"	400	No	38′ 5″ x 78′ 9″
Vauxhall Room	"	60	No	39′ 9″ x 15′ 8″
Marine Room	"	40	No	19′ 2″ x 29′ 3″
71	"	25	No	16′ 0″ x 14′ 0″
72	"	25	No	16′ 0″ x 14′ 0″
Zodiac Room (A)	"	60	48	41′ 7″ x 14′ 7″
Zodiac Room (B)	"	60	48	35′ 4″ x 14′ 7″
Total exhibit space available, exclusive of Main Lounge				16,572 Sq. Ft.

EQUIPMENT AVAILABLE at CHALFONTE-HADDON HALL

Auto Lift
5000 lb. capacity

Blackboards
Portable

Broadcasting Equipment and Facilities

Closed Circuit TV

Desks
Registration
Typewriter
Executive
Desk Pads

Display Panels
4′ x 6′, 6′ x 6′, 8′ x 6′

Easels

Flags
American
Canadian
Maryland
New Jersey
Pennsylvania
All other (one week's notice)

Lecterns (Lighted)
Table
Imperial

Pointers
Electric and School Room

Projectors
35MM. Simplex and DeVry Carbon Arc
Motion Picture Projection Equipment
16MM. Ampro Carbon Arc Sound Projectors
16MM. Bell & Howell, Ampro & DeVry 1000 Watt Sound Projectors
American Optical Slide Projectors
Spencer (3¼ x 4″) 500W Slide Projectors
Eastman Kodamaster 2 x 2″ Slide Projectors
Beseler Master Vu-Graf Projectors
Opaque Projectors
Film Strip & Sound Slide Film Projectors
8MM. Motion Picture Projectors
Strong Hi-Intensity Carbon Arc Slide Projector
Continuous 16MM. Sound Projectors

Public Address Systems
25W
35W
70W
Altec Lansing Hi-Fidelity Sound Equipment
Halter & Lapel Microphones
Loud Hailer
"Walkie Talkie" Transmitter and Receiver

Recorders
Tape
Disk

Record Players
All speeds

Screens
Principal rooms equipped—sizes up to 11′ x 14′

Signs
Removable letter
Sign Standards

Spotlights
Incandescent 2000 to 3000 W.
Carbon Arc—High Intensity
Reflector Spots—150W

Tables
4′ x 6′ Folding
3′ x 5′ Library
18″ x 72″ Folding
(For school room set-ups)
30″ x 72″ Folding
30″ x 96″ Folding
48″ Folding (Round)
60″ Folding (Round)

TelePrompter

Transcription Playbacks

Leeds and Lippincott Company

Ownership-Management for 67 years

THE
CLARIDGE
HOTEL
ATLANTIC CITY

MODERN AS TOMORROW
TO SERVE YOU
TODAY!

Seventeen meeting rooms — climaxed by Trimble Hall—provide facilities for groups of from 25 to 950 persons. Exhibit space of approximately 12,000 square feet is available, serviced by heavy-duty elevator.

400 spacious rooms, each with tub and shower, fresh and sea water —splendid meals—health baths—music for dancing twice daily.

GEORGE B. BRUNI
Vice President & General Manager

ADA TAYLOR
Director of Sales

LEO F. FITZPATRICK
Sales Manager

Telephone Atlantic City 5-1271

THE SKYSCRAPER
BY-THE-SEA

OUR ORGANIZING FOLIOS CAN HELP IN PLANNING YOUR CONVENTION

To assist with your plans we offer The HOTEL DENNIS "Call to Convention" organizing brochure. Separate folios on rooms, private meetings, dining and exhibit requisites, entertainment, miscellaneous features. Ample space for notes and records, plus a coordination folio for the convention chairman.

The DENNIS proudly announces completion of Atlantic City's newest convention facilities, accommodating up to 800.

Hotel DENNIS
Boardwalk at Michigan Avenue
ATLANTIC CITY 4-8111

NEW JERSEY

Atlantic City continued

The Claridge Hotel (HSMA)

See Advertisement, Page 122

Boardwalk at Indiana (Phone: 5-1271)

Manager: George B. Bruni
Dir. of Sales: Ada Taylor
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 32 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Sept. to June—Single: 7.00-15.00; Double: 11.00-19.00; Suites: 36.00-92.00. July and Aug.—Single: 9.00-21.00; Double: 13.00-25.00; Suites: 47.00-110.00. European

the Jefferson hotel
ATLANTIC CITY, N. J.

Outstanding Facilities at Sensible Prices

If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson . . . Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- UNEXCELLED LOCATION —in the heart of the resort, convenient to railroad and bus terminal.
- BANQUET ROOM — seating 1230 persons.
- SEPARATE MEETING ROOMS accommodating 35 to 350 persons.
- EXHIBIT SPACE of over 13,000 square feet.
- SOUNDPROOF, AIR-CONDITIONED auditorium.
- 468 COMFORTABLE ROOMS in the Jefferson and its sister hotels.
- EXPERIENCED STAFF to handle all details.

For complete details and information for future bookings, write, wire or telephone Charles A. Fetter, General Manager.

Jefferson Auditorium
Atlantic City's Newest & Finest
Completely Air Conditioned

No. Mtg. Rms. & Capacity of Largest: 12 (950)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 to 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound, 2x2 slide projectors
Stage: Available
Sports Facilities: Golf, tennis, fishing, swimming

Hotel Dennis (HSMA)

See Advertisement, Page 122

Boardwalk & Michigan Ave. (Phone: 4-8111)
Gen. Manager: Joseph M. Hitzel, Jr.
Dir. of sales. John E. Leishman
Convention Season: All year, except July and August
Largest Group Accommodated: 500 (300 rooms, 8 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 7.00-18.00; Double: 10.00-23.00; Suites: 40.00-75.00
No. Mtg. Rms. & Capacity of Largest: 12 (450)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: from 2.50; Lunch: from 3.00; Dinner: from 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector screens
Sports Facilities: Bathing, fishing, golf nearby

Jefferson (HSMA)

See Advertisement, Page 122

136 So. Kentucky Ave. (Phone: 5-0141)

Manager: Charles A. Fetter
Convention Season: All year
Largest Group Accommodated: 500 (237 rooms available)
Air Conditioning: Banquet and meeting rooms, 38 bedrooms
Convention Rates: Oct. 1-May 27—Single: 7.00; Double: 8.00-12.00; Suites: 14.00-22.00. European. Summer rates on request
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: None if headquarters
Net Exhibit Space: 8,875 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Tennis, golf, horseback riding, bicycling, fishing, swimming

President Hotel (HSMA)

Boardwalk at Albany (Phone: 4-5151)
Manager: Alexander Berman
Sales Manager: Louis H. Steckel
Convention Season: All year, except July or Aug.
Largest Group Accommodated: 400 (175 units, including 50 suites available
Air Conditioning: Ballroom and dining room, some bedrooms
Convention Rates: Single: 6.00; Double: from 8.00; Suites: from $10.00
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Group Meal Rates: Breakfast: .65-1.50; Lunch: from 2.50; Dinner: 2.50-5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, beach

Ritz-Carlton Hotel (HSMA)

Iowa Ave. & Boardwalk (Phone: 4-3051)
Manager: C. Henry Landow
Sales Manager: Jeanne L. Smith
Convention Season: All year
Largest Group Accommodated: 800 (430 rooms, some suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 7.00-14.00; Double: 10.00-20.00; Suites: 25.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 22 (1,100)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 30,272 sq. ft., separate areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, table tennis, shuffleboard, horseback riding

The Shelburne (HSMA)

See Advertisement, Page 123

Michigan & Boardwalk (Phone: 4-8131; Telegraph: SHELAC)
Manager: Roland Beyer
Sales Manager: Marcus Ford
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Sept. to July—Single: 7.00-23.00; Double: 10.00-25.00; Suites: 38.00 up. European. July-Sept. upon request.
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, all types & sizes of projectors.
Stage: Available
Sports Facilities: Ocean & beach, boating, golf, horseback riding, tennis, surf & boat fishing

Traymore Hotel (HSMA)

See Advertisement, Page 123

Boardwalk & Illinois (Phone: 4-3021)
Manager: Harold E. Baggs
Convention Season: All year
Largest Group Accommodated: 1,000 (570 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 8.00-22.00; Double: 10.00-24.00; Suites: 25.00-75.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (1,100)
No. Banquet Rms. & Capacity of Largest: 6 (900)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 40,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, ice skating

CAMDEN

Railroads: PRR; P. R. S. S.
Airlines: Served through Philadelphia

Walt Whitman Hotel

Broadway & Cooper St. (Phone: Woodlawn 4-5700)
Manager: Jack Nagel
Sales Manager: Annetta T. Nagel
Convention Season: All year
Largest Group Accommodated: 200 (175 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50; Double: 9.50; Suites: 18.00
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: from 5.00
Net Exhibit Space: 15,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, tennis, swimming, bowling

ELIZABETH

Railroads: PRR; B. & O.; J.C

Elizabeth Carteret Hotel

1155 East Jersey St. (Phone: EL 3-4000)
Manager: James J. Carey
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms, 10 suites available)
Air Conditioning: 3 banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-7.45; Double: 7.00-11.45; Suites: 12.50-15.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,928 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

HADDONFIELD

Railroads: Penna., P.R.S.S.

Cherry Hill Inn

Route 38 at Haddonfield Rd. (Phone: NOrmandy 2-7200)
Manager: F. R. Clausen
Sales Manager: Harry Anderson and J. A. O'Connor
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-14.00; Double: 14.00-20.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: .90 to 2.25; Lunch: 1.75 to 4.00; Dinner: 4.50 to 9.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, shuffleboard, horseback riding, swimming

Prestige Name for Prestige Meetings!

ATLANTIC CITY'S FOREMOST LUXURY HOTEL

THE SHELBURNE

BOARDWALK at MICHIGAN AVE.

Offering the FINEST CONVENTION and BANQUET FACILITIES ANYWHERE! NEW! GRAND BALLROOM - KERRY HALL - EXHIBIT AREA - AIR CONDITIONED

• Every Mechanical and Electrical Utility. • Complete Projection and P.A. Systems. • Seating Capacity 1000, Banquet 600. • Closed Circuit TV and Radio and Versatile Lighting. • 10 Magnificent Meeting Rooms.

DECOR BY DOROTHY DRAPER

Luxurious guest rooms — many air conditioned. Television available.
Deluxe suites. Internationally famous cuisine.
Unexcelled, personalized service, long a Shelburne tradition.
Write for complete details

MARCUS FORD, Sales Mgr.
Telephone Atlantic City 4-8131 In New York Phone REctor 2-6586

NOWHERE IN THE WORLD CAN SO MUCH BE ACCOMPLISHED WITH SO MUCH PLEASURE

SWIM! . . . in our colorful outdoor pool or luxurious tropical indoor pool . . . or (in season) ocean bathing right at our door!

SKATE! . . . on our spacious, colorful, artificial outdoor rink night and day during the winter months.

RELAX! . . . in our modern Health Club under a soothing massage. Ease away unwanted pounds in the steam room.

DANCE! . . . in the gay, sophisticated Submarine Room to the music of top flight orchestras.

DINE! . . . in a choice of distinguished restaurants featuring truly fine food.

SALES MEETINGS, EXHIBIT SPACE AND BANQUETS? THE TRAYMORE'S FACILITIES ARE UNEXCELLED IN ATLANTIC CITY.

For our entire CONVENTION STORY please write or phone

Harold E. Baggs
Vice Pres. & Gen. Mgr.

THE Traymore

A DISCH HOTEL

Center of the Boardwalk
ATLANTIC CITY
New Jersey
Atlantic City 4-3021

NEW JERSEY
continued

JERSEY CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; N.J. & N.Y.; N.Y.C.; N.Y.S. & W.; PRR

Hotel Plaza

91 Sip Ave. (Phone: Oldfield 3-0100)
Manager: Samuel Forrest
Sales Manager: Betty Larkin
Convention Season: All year
Largest Group Accommodated: 100 (65 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 4.50-6.00; Double: 8.00-10.00; Suites: 12.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.00 to 100.00
Charges for Exhibit Areas: 7.00 to 100.00
Audio-Visual Aids: PA system, spotlights

LAKEWOOD

Railroads: J.C.

Laurel In The Pines

Lake Drive (Phone: Lakewood 6-8000)
Manager: Charles Seiden
Sales Manager: Frances Zwickel
Convention Season: Nov. to April
Largest Group Accommodated: 600 (350 rooms available)
No. Mtg. Rms. & Capacity of Largest: 2 (900)
No. Banquet Rms. & Capacity of Largest: 2 (900)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm projectors
Stage: Available
Sports Facilities: Swimming, ice skating, golf, horseback riding, tennis

NEWARK

Railroads: D.L. & W.; Erie; PRR; J.C.; L.V.; H. & M.
Airlines: AAA, AAL, BNF, CAP, DAL, EAL, MOH, NAL, TWA, VAL

Douglas Hotel

15 Hill St. (Phone: Mitchell 2-5100)
Manager: Robert Loughlin
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 6 suites available)
Air Conditioning: 5 banquet and meeting rooms, 40 bedrooms
Convention Rates: Single: 6.00-9.00; Double: 8.00-12.00; Suites: 18.00-22.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 100.00 per day if no food or liquor served
Net Exhibit Space: 7,152 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights

Robert Treat Hotel (HSMA)

50 Park Place (Phone: Market 2-1000)
Manager: Stanley J. Akus
Sales Manager: Jack B. D. Still
Convention Season: All year
Largest Group Accommodated: 650 (250 rooms and 8 suites available)
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 15.00; Suites: 15.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Group Meal Rates: Breakfast: from .55; Lunch: from 1.10; Dinner: from 2.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from 10.00
Net Exhibit Space: 8,000 sq. ft. on two floors
Audio-Visual Aids: Blackboards, PA system, spotlights
Stage: Available

NEW BRUNSWICK

Railroads: PRR; Raritan

Roger Smith Hotel

See Advertisement, Page 124

18 Livingston Ave. (Phone: CHarter 7-6000)
Manager: Edward R. Roberts
Convention Season: All year
Largest Group Accommodated: 200 (102 rooms available)
Air Conditioning: All banquet halls, some bedrooms
Convention Rates: Single: 4.75 to 9.50; Double: 6.75 to 12.50
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Liquor: Yes

PATERSON

Railroads: Erie; D.L. & W.; N.Y.S. & W.

The Alexander Hamilton

55 Church St. (Phone: Sherwood 2-8000)
Manager: Walter T. Brazell
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 1 suite available)
Air Conditioning: 3 banquet and meeting rooms, 20 bedrooms
Convention Rates: Single: 5.00-6.25; Double: 10.75-12.50; Suites: 17.50, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 175.00 per day
Charges for Exhibit Areas: 15.00 to 175.00 per day
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: Available

PLAINFIELD

Railroads: J.C.; B. & O.

Park Hotel (HSMA)

123 E. 7th St. (Phone: Plainfield 6-3400)
President: A. W. Stender
Manager: Carl Breier
Sales Manager: Alec Blake
Convention Season: All year
Largest Group Accommodated: 150 (90 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-8.50; Double: 9.50-15.00; Suites: 18.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: from 15.00
Net Exhibit Space: 2,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

PLEASANTDALE

Railroads: See Newark (30 minutes from Newark)
Airlines: See Newark

The Goldman

(Phone: Redwood 1-4400)
Manager: Arthur Goldman
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 16.00-20.00; Double: 30.00-50.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (800)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 3.00; Dinner: from 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, handball, shuffleboard, baseball, volleyball, archery, tennis, swimming, indoor pool, ice skating

PRINCETON

Railroads: PRR

Nassau Tavern Hotel

Palmer Square (Phone: WAlnut 1-7500)
Manager: George P. Washko
Sales Manager: Janet Oliver
Convention Season: All year
Largest Group Accommodated: 110 (50 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Sept. through June—Single: 8.00-10.00; Double: 12.00-16.00; Suites: 20.00-24.00. July and August—Single: 6.00-10.00; Double: 10.00-16.00; Suites: 16.00-24.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if rooms and meals served
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors available
Stage: Available
Sports Facilities: Golf, tennis

The Princeton Inn (HSMA)

(Phone: 1-5200)
Manager: G. Bland Hoke
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms and 3 suites available)
Convention Rates: Single: 14.00 to 18.00; Double: 24.00 to 30.00; Suites: 40.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 2.00; Dinner: from 3.00
Liquor: Served in hotel
Air Conditioning: Meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3900 sq. ft. on one floor
Audio-Visual Aids: Spotlights
Sports Facilities: 18 hole golf course adjacent

Liquor: Served in hotel
Charges for Mtg. Rms.: Variable

Largest Group Accommodated: 450 (200 rooms, 20 suites available)

SPRING LAKE BEACH

Railroads: PRR; V.C.; N.Y. & L. Br.

The Monmouth Hotel

(Phone: Gibson 9-5000)
Managing Director: James J. Farrel
Res. Manager: Felix H. Standen
Convention Season: June and September—after Labor Day
Largest Group Accommodated: 400 (250 rooms available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 24.00; Double: 34.00; Suites: 50.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 5 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Private beach, tennis, golf, putting green, shuffleboard

TRENTON

Railroads: PRR; Read; T.-P. Traction

Hildebrecht Hotel

27 W. State St. (Phone: Export 2-2111)
Manager: Robert K. McPherson
Convention Season: All year
Largest Group Accommodated: 375 (175 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, 65 bedrooms
Convention Rates: Single: 5.50-9.00; Double: 8.50-13.00; Suites: 15.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,380 sq. ft. on one floor, 3,000 sq. ft. separate from meeting rooms space
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screens
Stage: Available
Sports Facilities: Golf

Stacy-Trent Hotel (HSMA)

49 W. State St. (Phone: Export 2-3131)
Manager: L. W. Asterstock
Sales Manager: Carl Knudsen
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.75-8.50; Double: 8.75-12.00; Suites: 22.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: None if headquarters
Net Exhibit Space: 9,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, bathing

WEST END

Railroads: J.C.; N.Y. & L.B.; Penna

Hollywood Hotel

Cedar Ave. (Phone: Capital 9-1420)
Manager: Irving Cohen
Convention Season: June and Sept.
Largest Group Accommodated: 325 (140 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, 117 bedrooms
Convention Rates: Single: 12.00-16.00; Double: 14.00-18.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, pool

NEW MEXICO

ALBUQUERQUE

Railroads: A.T. & S. Fe
Airlines: CAL, FAL, TWA

AUDITORIUM

Civic Auditorium

See Advertisement, Page 125

Manager: Charles W. Swan
Exhibit Areas: 23,500 sq. ft.
Rental Fees and Services: 300.00, plus 50.00 for matinee
Number of Meeting Rooms and Capacities: Main auditorium, 6,500; Main lobby room, 500; East lobby room, 300; West lobby room, 125
Ventilation: Air conditioning
Ceiling Height: 40 ft. **PA System:** Altec-Lansing
Dimensions, Opening to Exhibit Hall: 22 ft. wide, 12 ft. high
Columns, Locations and Dimensions: No columns
Locations, Size of Storage Areas: 6,000 sq. ft. in rear of arena
Facilities to Handle Food Functions: Catered banquet for 1,000
Parking Facilities: For 1,000 cars
Distance from Business District: 8 blocks

Hotel Alvarado

110 First Street, S.W. (Phone: CH 3-6671; Telegraph: Desk FAX FDZ)
Manager: Raymond W. Williams
Convention Season: All year
Largest Group Accommodated: 160 (80 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-9.50; Double: 8.00-12.50; Suites: 20.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-75.00
Net Exhibit Space: 3,910 sq. ft.
Audio-Visual Aids: PA system
Stage: Available

La Fonda Hotel

Sales Manager: James Klarnet

NEW MEXICO

Albuquerque continued

Hilton Hotel

See Advertisement, Page 126

125 2nd St. N.W. (Phone: CHapel 3-4423; Teletype AQ 85)
Manager: Bryan Gordon
Sales Manager: John B. Williams
Convention Season: All year
Largest Group Accommodated: 200 (90 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-9.50; Double: 9.00-11.50; Suites: 23.00-26.00
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, skiing, tennis, swimming, riding

GALLUP

Railroads: A.T.&S.Fe.
Airlines: FAL

Hotel El Rancho

See Advertisement, Page 135

Highway E. 66 (Phone: 650)
Manager: Martin L. Hanks
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.00; Double: 8.00-15.00; Suites: 12.00-35.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 5 (155)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

SANTA FE

Railroads: Santa Fe
Airlines: CAL, TWA

The Bishop's Lodge

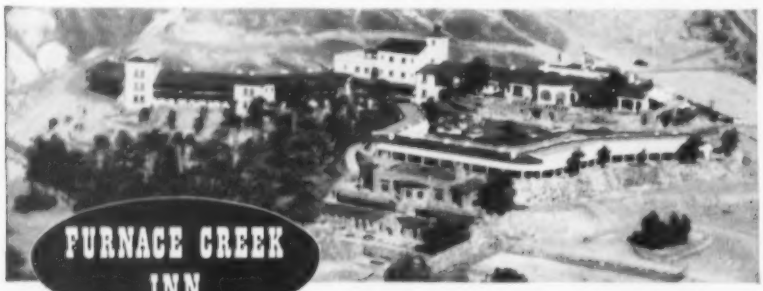
See Advertisement, Page 127

Bishop's Lodge Road (Phone: 3-6378)
Manager: James R. Thorpe, Jr.
Convention Season: Sept. 15-June 15
Largest Group Accommodated: 125 (55 rooms, 12 suites available)
Convention Rates: Single: 16.00-22.00; Double: 28.00-34.00; Suites: from 36.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Net exhibit space 2,500 sq. ft.
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboard, 16mm, 3¼x4¼, 2x2, opaque projectors
Stage: Available
Sports Facilities: Golf, tennis, Shuffleboard, riding, swimming, hunting, fishing, skiing

This time . . . Meet amidst splendor

IN PICTURESQUE SANTA FE

Meet at the center of the "most interesting hundred mile square in America" and enjoy the matchless accommodations of one of the world's most charming hotels. La Fonda provides a unique background for memorable meetings. Meeting rooms, banquet facilities, ideal year 'round climate. Available for meetings of up to 300 from after Labor Day to June 30, for smaller conferences year 'round.



IN DRAMATIC DEATH VALLEY

Meet in the midst of scenic wonders—in an atmosphere both relaxed and luxurious. Unsurpassed recreational facilities, including swimming pool, tennis courts, nine-hole golf course, horseback riding and sightseeing trips. Furnace Creek Inn can accommodate groups up to 175 during November, December and January. Smaller conferences November 1 to May 1.

DISTINGUISHED ACCOMMODATIONS AMID SCENIC SPLENDOR

La Fonda, Santa Fe, N. M. Accommodations for groups up to 300 after Labor Day to June 30. Write Manager H. G. Parker. Phone: 3-5511, Teletype: SANTA FE, N. M. 5861.

Alvarado Hotel, Albuquerque, N. M. Accommodations for groups up to 150 all year. Write Manager, Raymond W. Williams. Phone: 3-5571, Teletype: AQ 62.

Furnace Creek Inn, Death Valley National Monument, California. Accommodations for groups up to 175 November 1 to May 1. Write Manager, Fred W. Witteborg, or Fred Harvey Reservations Office, 530 W. 6th Street, Los Angeles 14, California. Phone: TRinity 8048, Teletype: LA 1465.

El Tovar Hotel, Bright Angel Lodge, Grand Canyon National Park, Arizona. Accommodations for groups up to 200 October 1 to April 30. Write Manager, William W. Wallace. Phone: Grand Canyon 40, Teletype: GRAND CANYON 3661.

Or contact Fred Harvey, 80 E. Jackson Blvd., Chicago. Phone: HArrison 7-3489, Teletype: CG 2462

The Fred Harvey HOTELS

Most popular
Meeting and Convention Site
in the Southwest

FACILITIES

- Entire hotel completely air conditioned
- Meeting rooms accommodating from 6 to 600 for meetings or food service
- Located in main business area, convenient to all transportation facilities
- Adequate exhibit space
- Write for our free descriptive literature showing facilities and suggested menus.

the HILTON HOTEL
ALBUQUERQUE, NEW MEXICO
J. BRYAN GORDON, Mgr. C. N. HILTON, Pres.

La Fonda Hotel

See Advertisement, Page 126

100 San Francisco St. (Phone: Santa Fe 3-5511)
Manager: Harry G. Parker
Convention Season: From after Labor Day to June 30 (small mtgs. all year)
Largest Group Accommodated: 300 (205 rooms, 11 suites available)
Convention Rates: Single: 6.50-10.00; Double: 9.00-14.00; Suites: 17.50-50.00
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Group Meal Rates: Breakfast: .75-2.50; Lunch: 1.10-2.50; Dinner: 2.50-6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 984 sq. ft. on one floor
Audio-Visual Aids: PA system, 16mm movie projector
Sports Facilities: Golf, fishing, hunting, riding, skiing

Schedule your next meeting at one of America's finest resort hotels —

THE
BISHOP'S LODGE

- ★ INTERNATIONALLY FAMOUS
- ★ MODERN, WELL EQUIPPED CONFERENCE FACILITIES
- ★ CHARMING ACCOMMODATIONS
- ★ OUTSTANDING FOOD
- ★ AIR, TRAIN AND HIGHWAY SERVICE
- ★ 5 MINUTES FROM HISTORIC OLD SANTA FE

Free from distractions, yet five short minutes from historic Santa Fe, The Bishop's Lodge offers the most modern conference facilities in the Southwest plus complete resort facilities for after work relaxations and social activities.

Write for our complimentary booklet, "A PLAN FOR GROUP MEETINGS" — no obligation.

JAMES R. THORPE, JR., MGR.
P. O. Box 1655 Tel. 3-6378
Santa Fe, New Mexico

Conference Season
September 15 - June 15

NEW YORK

ALBANY

Railroads: N.Y.C.; D. & H.
Airlines: AAL, EAL, MOH, TWA

CONVENTION BUREAU
Albany Convention & Visitors Bureau
74 Chapel St.
Fred S. Daiger, Executive Director

Dewitt Clinton Hotel (HSMA)

State and Eagle Sts. (Phone: 4-6111)
Manager: John J. Hyland
Convention Season: All year
Largest Group Accomodated: 500 (400 rooms, 16 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 7.00 up; Double: 8.50 up; Suites: 20.00-40.00
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50 up; Dinner: 3.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, fishing

Sheraton—Ten Eyck Hotel (HSMA)

See Advertisement, Page 9

87 State St. (Phone: Albany 4-1111)
Manager: Morgan J. Smith
Sales Manager: Harry E. Fear
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 21 suites available)
Air Conditioning: 200 bedrooms, all banquet rooms and meeting rooms
Convention Rates: Single: 6.00-10.00; Double: 9.00-15.00; Suites: 15.00-40.00
Mo. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75 to 4.50; Dinner: 3.50 up
Liquor: Served in hotel
Charges ofrMtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,200 sq. ft.
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available

BOLTON LANDING

Sagamore Hotel

(Phone: Bolton Landing 3121)

Manager: James Feyko
Convention Season: May 1 to Oct. 1 except July 1 to 5 and July 17 to Aug. 15
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: 15.00 to 23.00 per person, according to size of group. American
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: none
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm, 35mm Cinemascope projectors, PA system, spotlights
Stage: Available
Sports Facilities: Tennis, golf, swimming

BROOKLYN

Railroads: See New York City
Airlines: See New York City

St. George Hotel

51 Clark St., (Phone: Main 4-5000)
Manager: Norman H. Free
Sales Manager: James Klarnet
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: 100 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.00-8.00; Double: 9.00-12.00; Suites: 10.00-18.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (200)
No. Banquet Rms. & Capacity of Largest: 16 (2,875)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Area: Vary
Net Exhibit Space: 15,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16 mm projector
Stage: Available
Sports Facilities: Salt water swimming pool

BUFFALO

Railroads: B. & O.; B.C.; D.L. & W.; Erie; Gd. Tk.; Int.; Lt.; LV.; N.Y.C.; N.Y.C & St. L.; PRR; C. & O.; S.B.; Wab.
Airlines: AAA, AAL, CAP, LCA, MOH

CONVENTION BUREAU
Buffalo Convention & Tourist Bureau
155 Franklin St. (2)
H. Ward Stewart, Jr., Manager

AUDITORIUM

Memorial Auditorium

Main & Terrace (Mohawk 4200)
Manager: Thomas A. Timlin
Exhibit Areas: Arena, 32,629 sq. ft.; Exhibition Floor, 49,980 sq. ft.
Rental Fees and Services: $500 per day, all normal services
Floor Load: Exhibition Hall, unlimited; Arena, 200 lbs. per sq. ft.
Ventilation: Forced Air
Ceiling Height: Exhibition Hall: 14 ft.; Arena: 60 ft.
P. A. System: Complete
Dimensions, Opening to Exhibit Hall: 13 ft. wide, 11 ft. 3 in.
Columns: Arena, none; Exhibition Hall, 24-in. columns
Utilities: All currents, gas, steam, compressed air, water, drainage
Loading Facilities: Platform, 101 ft. by 16 ft.; railroad siding
Storage Areas: 22,000 sq. ft.
Meeting Rooms and Capacities: One, 1,800; one, 700; one, 1,200; one, 500; two, 600; one 15,000; two, from 25 to 75
Facilities for Food Functions and Banquet Capacity: Complete facilities for banquet of 3,000
Parking Facilities: 500 cars
Distance from Business District: In business district

Buffalo's Midtown Hotel's Group

See Advertisement, Page 128

245 Elmwood Ave. (Phone: GRant 8035)

Sales Manager: Thomas P. McMann
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms, 40 suites available)
Air Conditioning: Banquet halls and some bedrooms
Convention Rates: Single: 6.00-9.00; Double: 9.00-15.00
No. Mtg. Rms. & Capacity of Largest: 25 (3,000)
No. Banquet Rms. & Capacity of Largest: 25
Group Meal Rates: Breakfast: 1.50; Lunch: 1.90; Dinner: 3.10
Liquor: Yes
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 150.00
Net Exhibit Space: 10,000, sq. ft.
Audio-Visual Aids: 8, 16, 35mm projectors and screens, complete projection rooms, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, boating, fishing

Lafayette Hotel (HSMA)

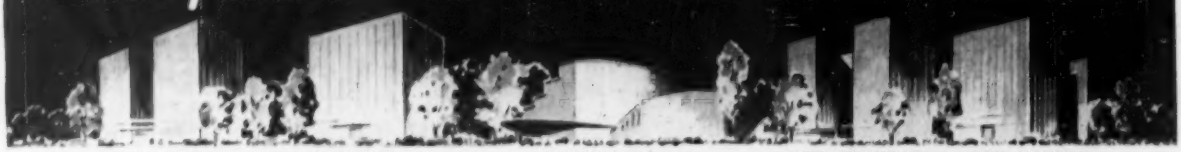
Washington and Clinton Sts. (Phone: CL 5470)
Manager: E. J. Gavin
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 8 suites available)
Air Conditioning: 1 banquet room
Convention Rates: Single: 7.00-10.75; Double: 10.00-14.00; Suites: 24.00-36.00
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (400)

Planned . . . To Make Your Next Convention the Finest

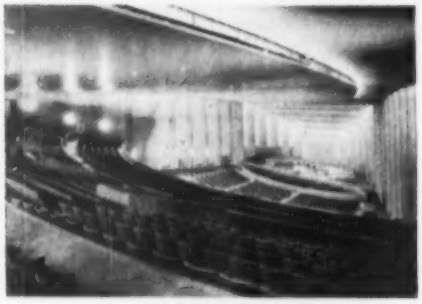
BUFFALO'S MIDTOWN HOTEL GROUP

offering

Complete Convention Facilities



HOTEL LENOX HOTEL SHERATON KLEINHANS MUSIC HALL HOTEL STUYVESANT HOTEL WESTBROOK



Buffalo's Newest and Most Complete Convention Center, Located in the Most Fashionable Area . . .
Only 3 Minutes to the Heart of City and to Canada

CONVENTION CAPACITIES

Kleinhans Music Hall	
Meeting	3800
Exhibit	100
Stage	100
Banquet	1200
Dancing	1000
Hotel Sheraton	
Meeting	555
Banquet	455
Hotel Stuyvesant	
Meeting	625
Banquet	510
Hotel Lenox	
Meeting	525
Banquet	410
Hotel Westbrook	
Meeting	500
Banquet	425

Compare these facilities that insure complete satisfaction for your next convention

- Accommodations from 12 to 1200
- Single, double or suite accommodations
- Air conditioned bedrooms
- Large screen television
- Conference rooms
- Free parking for 500 automobiles
- Direct airport limousine service
- Minutes away from theatres, shopping, public parks, golf courses, beaches and all houses of worship
- Drive-in entrances for motorists

This is truly a center for trade shows, exhibits, conventions, large or small. Within easy reach of every interest spot in and around Buffalo.

For further details write for "Convention Center" folder or call Tom McMann, Director of Sales—GR. 8035

245 ELMWOOD AVENUE • GRant 8035 • BUFFALO, NEW YORK

NEW YORK

Buffalo continued

Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Stage: Available

Lenox Hotel

See Advertisement, Page 128

140 North Ave. (Phone: GR 1700)
Manager: Geo. J. Mooney
Sales Manager: Madeline Pritchard
Convention Season: All year
Largest Group Accommodated: 180 (75 rooms, 5 suites available)
Air Conditioning: Banquet room, some bedrooms
Convention Rates: Single: 6.00 to 10.00; Double: 8.50 to 15.00; Suites: 15.00 to 23.00
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 3,000 sq. ft.
Audio-Visual Aids: 16mm movie projector, 35mm slide projector, screen, PA system, spotlights
Stage: Yes

The Sheraton Hotel

See Advertisement, Page 128

715 Delaware (Phone: Grant 2121)
Manager: Maurice T. Lawler
Sales Manager: Joseph L. Ash
Convention Season: All year
Largest Group Accommodated: 200 (125 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 6.35-10.35; Double 10.35-14.00; Suites: 13.00-20.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.90; Dinner 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

Hotel Statler (HSMA)

See Advertisement, Page 18

107 Delaware Ave. (Phone: MOhawk 1000)
Manager: A. H. Zugger
Sales Manager: Edward E. Murphy, Jr.
Convention Season: All year
Largest Group Accommodated: 1,400 (800 rooms, 40 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00-12.50; Double: 9.00-15.50; Suites: 24.00-65.00. European
No. Mtg. Rms. & Capacity of Largest: 16 (1,200)
No. Banquet Rms. & Capacity of Largest: 16 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 30.00 to 400.00
Charges for Exhibit Areas: 600.00 per day
Net Exhibit Space: 16,000 sq. ft. on one floor; 10,400 sq. ft. in separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Stuyvesant

See Advertisement, Page 128

245 Elmwood Ave. (Phone: Grant 8020)
Manager: Thomas P. McMann
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms, 14 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-9.00; Double: 9.00-15.00; Suites: 14.00-15.00
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 9
Group Meal Rates: Breakfast: 1.50; Lunch: 1.90; Dinner: 3.10
Liquor: Yes
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 150.00
Net Exhibit Space: 5,000
Audio-Visual Aids: 8, 16, 35mm projectors and screens, PA system, spotlights
Stage: Yes
Sports Facilities: Golf and boating

Hotel Westbrook

See Advertisement, Page 128

675 Delaware Ave. (Phone: Grant 9100)
Manager: Harold A. Levin
Convention Season: All year
Largest Group Accommodated: 160 (70 rooms, 11 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 6.00 to 9.00; Double: 9.00 to 13.00; Suites: 15.00 to 27.50
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (225)
Group Meal Rates: Breakfast: .90; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 3,000 sq. ft.
Audio-Visual Aids: 16mm and 35mm projectors, screen, PA system, spotlights
Stage: Yes

COOPERSTOWN

Railroads: D. & H.

The Otesaga Hotel (HSMA)

(Phone: 888)
Manager: H. J. Merrick, Jr.
Convention Season: June and after Labor Day
Largest Group Accommodated: 250 (141 rooms available)
Convention Rates: Single: 20.00; Double: 32.00 American
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 6,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screen
Stage: Available
Sports Facilities: Golf, shuffleboard, swimming

ELMIRA

Railroads: D.L. & W.; Erie; L.V.; PRR
Airlines: CAP, MOH

Mark Twain Hotel

West Gray Street (Phone: 6221; Teletype TWX-95
Manager: William C. Emerson

Grossinger's Has Everything!

Yes, Grossinger's has everything to help make sure that your convention is a very successful one. Here in pleasant country atmosphere, you'll find every facility necessary to run your convention efficiently and smoothly. Furthermore, you'll enjoy the great advantage of having a captive audience. Here are some of the national conventions that have been held at Grossinger's this year:

Meeting rooms for from 10 to 1000

- EQUITABLE LIFE ASSURANCE SOCIETY
- GENERAL ELECTRIC
- METROPOLITAN LIFE INSURANCE CO.
- NATIONAL ASSOCIATION OF COUNTY OFFICERS
- NATIONAL ASSOCIATION OF LEATHER AND LEATHER GOODS DEALERS
- NATIONAL ASSOCIATION OF MACHINERY DEALERS
- NECCHI SEWING MACHINE CO.
- NORGE DISTRIBUTORS
- RCA VICTOR
- UNITED INSURANCE COMPANY OF AMERICA
- UNITED STATES FIDELITY AND GUARANTEE CO.

GROSSINGER'S
GROSSINGER, N. Y.

For information, write or call **IRVING SILVERMAN,** *Sales Manager*
GROSSINGER'S NEW YORK OFFICE: 221 WEST 57TH STREET Circle 7-4915

NEW YORK

Elmira continued

Sales Manager: Colbert Collins
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 150 bedrooms
Convention Rates: Single: 6.50-9.00; Double: 10.00-14.00; Suites: 21.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,312 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, horseback riding, bowling, tennis

GLEN FALLS

Railroads: Del. & Hud.
Airlines: EAL

The Queensbury Hotel (HSMA)

50 Maple St. (Phone: 2-1121)
Manager: Olaf Lambert
Sales Manager: Robert L. Gratton
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, 104 bedrooms
Convention Rates: Single: 6.50-11.00; Double: 10.50-18.00; Suites: 25.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 7 (270)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, all types of projectors

CONVENTIONS
Get More Done Have More Fun at the CONCORD Hotel

This beautiful resort hotel, just a 90 minute drive from New York City, offers every resort and convention facility right on the premises. No longer need your meetings scatter all over town, for the Concord Hotel can luxuriously accommodate more than 1400 persons, and handle meetings as large as 1500. Many large "hospitality suites" are available, too. There are two great golf courses under the direction of Jimmy Demaret, and Indoor and Outdoor swimming pools with TV star Buster Crabbe presiding. Dozens of other sports, too, plus nightclub entertainment by America's top stars. We'd like to add your company's name to the list of top conventions we've handled. One person will work with you to plan your whole convention. Contact Ray Parker, General Manager or Jay Cohen, Convention Sales Manager, Concord Hotel, Kiamesha Lake, N. Y. Phone Monticello 1140 or, in N. Y. C., CHickering 4-0771.

Stage: Available
Sports Facilities: Swimming, golf, tennis, horseback riding, skiing, boating, dancing, hunting, fishing, horse racing

GROSSINGER

Bus Service: Intercity Transportation Co.—from New York City

Grossinger Hotel and Country Club (HSMA)

See Advertisement, Page 129

(Phone: Liberty, N.Y. 960)
Manager: Paul Grossinger
Sales Manager: Richard B. Braine
Convention Season: September through June
Largest Group Accommodated: 750 (400 rooms available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 1 (1,500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm projector
Stage: Available
Sports Facilities: Golf, tennis, riding, swimming, fishing, boating, softball, handball, ice skating

JAMESTOWN

Airlines: Allegheny
Railroads: Erie; N.Y.C.

Hotel Jamestown

106 West Third St. (Phone: 31-131)
Genl. Manager: Merton A. Johnson
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 7 suites available)
Air Conditioning: Banquet and meeting rooms, 11 bedrooms
Convention Rates: Single: 5.75-8.00; Double: 7.25-11.50; Suites: 15.00-17.00
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (630)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None to conventions
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

KIAMESHA LAKE

Bus Service: Shortline System; Intercity Transportation Co.—from New York City

Concord Hotel

See Advertisement, Page 130

(Phone: Monticello 1140)

Manager: Raymond Parker
Sales Manager: Jay Cohen
Convention Season: All year
Largest Group Accommodated: 1,500 (700 rooms and 50 suites available)
Convention Rates: Single: 19.00 to 30.00; Double: 14.00 to 25.00; Suites: 50.00 to 100.00. American
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms. & Capacity of Largest: 5 (1,500)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 500 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: 16mm sound projector, PA system, spotlights
Stage: 28' x 40'
Sports Facilities: Swimming pool, 2 golf courses

LAKE PLACID

Railroads: N.Y.C.
Airlines: EAL

AUDITORIUM

Olympic Arena

Main Street (Phone: 800)
Manager: Stanley Benham
Exhibit Area: 20,000 sq. ft.
Rental Fees and Services: Free, conventions served by Chamber of Commerce at no charge
Floor Load: Unlimited
Ceiling Height: 55 ft.
Other Equipment Available: PA system
Dimensions, Opening to Exhibit Hall: 18 ft. by 16 ft.
Columns: None
Utilities: 110, 220 V, AC, DC, water
Loading Facilities: Door at street level, truck unloading on Arena floor
Storage Areas: 10,000 sq. ft.
Meeting Rooms and Capacities: Arena seats 5,000; three supplementary rooms
Facilities for Food Functions: Catering service can serve banquet for 2,000
Parking Facilities: Free facilities
Distance from Business District: Center of business district

The Homestead

16 Main St. (Phone: 73)
Manager: M. A. Roland
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 80 (45 rooms available)
Convention Rates: Single: 12.00; Double: 24.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (70)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75-3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Projectors
Sports Facilities: Tennis, boating, swimming, summer ice skating, fishing, golf, riding, plus all winter sports

Lakeside Inn

North Main St. (Phone: 440)
Manager: C. P. Crossman
Convention Season: May 15 to July 1, Sept. to to Oct. 15
Largest Group Accommodated: 100 (55 rooms available
Convention Rates: Single: 12.00; Double: 24.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (140)
Group Meal Rates: Breakfast: 1.50; Dinner: 2.50-4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: Projectors
Sports Facilities: Tennis, boating, swimming, summer ice skating, fishing, golf, riding, plus all Winter sports

Marcy Hotel

(Phone: 1500)
Manager: Mal Kaye
Convention Season: All year, except Xmas, New Year's & Washington's birthday.
Largest Group Accommodated: Only 25-30 groups in height of Summer 275 (130 rooms available)
Air Conditioning: Banquet and meeting rooms
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen
Stage: Available
Sports Facilities: Skating, skiing, bobsledding, tobogganing, fishing, hunting, swimming, boating, water skiing, tennis, golf, horseback riding, bicycling

St. Moritz Hotel

31 Saranac Ave. (Phone: 600, 601, 399)
Manager: William E. Rascoe
Convention Season: May to July, Sept., Oct., January
Largest Group Accommodated: 225 (100 rooms, 6 suites available)
Convention Rates: Single: 12.00-14.00; Double: 24.00-28.00; Suites: 36.00-40.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50-4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm & 16mm sound projectors
Stage: Available
Sports Facilities: Tennis, Golf, shuffleboard

Whiteface Inn (HSMA)

(Phone: Lake Placid 130)

Manager: F. Burton Fisher
Convention Season: May 15 to July 10, Sept. 1 to Oct. 15

Largest Group Accommodated: 500 (300 rooms and 12 suites available)
Convention Rates: Single: 18.00; Double: 32.00; Suites: 40.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Net Exhibit Space: 3,400 sq. ft. on one floor
Audio-Visual Aids: 35mm projectors, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, boating, bathing, fishing, water skiing

LIBERTY

Railroads: N.Y.O. & W.

Young's Gap Hotel

(Phone: Liberty 700)
Manager: Wolf Olkin
Sales Manager: Moe Senate
Convention Season: All year, except July, August
Largest Group Accommodated: 400 (200 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Oct.-May—Single: 10.50-13.50; Double: 9.00-11.00. May-June— Double: 10.50-14.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, quoits, baseball, golf, shuffleboard

LIVINGSTON MANOR

Railroads: N.Y.O. & W.

White Roe Lake Hotel

(Phone: 770)
Manager: Mack Weiner
Sales Manager: John Weiner
Convention Season: May-Oct.
Largest Group Accommodated: 350 (150 rooms available)
Convention Rates: 12.00-20.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm and slide projectors
Stage: Available
Sports Facilities: Golf, swimming, horse back riding

MONTAUK

Railroads: Long Island

Montauk Manor (HSMA)

See Advertisement, Page 131

(Phone: Montauk Point 8-2311)
Manager: Willis R. Wilson
Res. Manager: Henry M. McNamara
Convention Season: June through September
Largest Group Accommodated: 350 (200 rooms, 6 suites available)
Convention Rates: June and Sept.—Single: 24.00; Double: 38.00; Suites: 53.00; July and Sept.—Single: 25.00; Double: 40.00; Suites: 55.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, sailing, swimming, pool, riding, tennis, fishing

NEW YORK CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; L.I.; N.J. & N.Y.; N.Y.C.; N.Y., NH & H.; N.Y.O. & W.; N.Y.S. & W.; Penna.; S.I.R.T.; W.S.
Airlines: ARG, AF, AAL, AVN, BOAC, BNF, BWIA, CAP, CUBANA, DAL, EAL, ELAL, IBERIA, KLM, LAI, LAV, LH, MOH, NAL, NEA, NWA, PAA, SABENA, SAS, SR, TCA, TWA, VAL, VARIG

CONVENTION BUREAU

New York Convention & Visitors Bureau, Inc.
90 E. 42nd St. (17)
Royal W. Ryan, Executive Vice President

AUDITORIUMS

New York Coliseum

Columbus Circle (Phone: Plaza 7-5000)
Manager: Charles W. Strong
Exhibit Areas: Four floors First, 64,401 sq. ft. plus 13,686 sq. ft. on First Mezzanine; second floor, 82,517 sq. ft.; third floor, 70,553 sq. ft.; fourth, 70,003 sq. ft.
Rental Fees and Services: First floor, $18,000; second floor, $23,000; third floor, $13,000; fourth floor, $10,000. Two-week period. Includes light, heat, storage
Floor Load: First and second floors, 300 lbs. per sq. ft.; third floor, 200 lbs. per sq. ft.; fourth floor, 150 lbs. per sq. ft.
Ventilation: Zone controlled air conditioning
Ceiling Height: Up to 55 ft. **PA System:** Yes
Dimensions, Opening to Exhibit Hall: Ramp to 1st floor, inner door 15'6" W x 17'6" H; Ramp to 2nd floor, inner door 20' W x 20' H
No. of Elevators and Capacities: 10 passenger elevators capacity 33 persons each. 5 freight elevators, capacity 75,000 lbs, largest (48' x 15' x 15')
Current and Utilities Available: AC, air, water, gas, steam, television, vacuum, high and low tension
Loading Facilities: 80 ft. loading dock, 3 truck passages, ramp, 5 freight elevators
Locations, Size of Storage Areas: 8 - 12,000 sq. ft. on each floor
Number of Meeting Rooms and Capacities: 25, 65 to 300 Exhibit floors 6,250 to 8,149 each
Facilities to Handle Food Functions and Banquet Capacity: Can handle banquet for 5,000
Parking Facilities: Two levels under Coliseum hall
Distance from Business District: Center of district

Kingsbridge Armory

29 West Kingsbridge Rd., Bronx (LU 4-5700)
Manager: Ed Cullen, Superintendent
Exhibit Areas: 180,000 sq. ft.
Rental Fees and Services: $1,000-$1,500 per day; half rate for erection and dismantling time; no services included
Floor Load: Unlimited
Ventilation: Natural draft; 2 exhaust fans
Ceiling Height: 105 ft.
P. A. System: Available on rental
Dimensions, Opening to Exhibit Hall: 13 ft. high by 12 ft.; 25 ft. high by 20 ft.
Columns: None
Utilities: Water, gas, sewer, AC current—3-phase, 208 V, single-phase, 118 V, 60 cycle
Loading Facilities: Unload directly on floor
Storage Areas: 40,000 sq. ft.
Meeting Rooms and Capacities: 12 rooms seat up to 100; other rooms seat 1,000, 750, 400 and two seat 150 each
Facilities for Food Functions and Banquet Capacity: Dining room seats 510 for banquet
Parking Facilities: 3,000 cars, adjoining streets
Distance from Business District: 28 minutes by subway; 30 minutes by cab

Madison Square Garden

307 W. 49th St. (COlumbus 5-6800)
Manager: John A. Goldner
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.
Rental Fees and Services: $1,000 per day; $500 per day for moving in and out; no services included in rental
Floor Load: 125 lbs. per sq. ft.
Ceiling Height: 14 ft.
P. A. System: Has to be installed
Dimensions, Opening to Exhibit Hall: 10 ft. wide by 12 ft. high
Columns: 30 ft. centers
Utilities: AC and DC current, water, gas
Loading Facilities: Drive onto floor
Storage Areas: 1,400 sq. ft.
Meeting Rooms: None
Parking Facilities: Adjacent to building
Distance from Business District: In midtown

the tip of Long Island . . . tops for conventions

Montauk Manor
MONTAUK, L. I., N. Y.

- NEW YORK'S FINEST OCEANSIDE RESORT
- ONLY 3 HOURS FROM NYC

RIGHT ON THE ATLANTIC

125 miles out to sea . . . breeze-cool for business, for pleasure. All sports, nightly dancing, entertainment. 200 sea-view rooms. Complete convention facilities. Groups from 25 to 350.

- New Surf and Cabana Club
- Huge Ocean Beach
- 150-ft. Saltwater Pool
- Championship Golf—Tennis
- Yacht Basin
- World's finest fishing

Henry M. McNamara, Resident Manager
WRITE—PHONE—WIRE
Willis R. Wilson, Director of Operations
New York Office
Room 304—One East 42nd Street
MU 2-5197

Meeting in NEW YORK? Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

NEW YORK

New York City continued

New York Trade Show Corp.

See Advertisement, Page 132

500 Eighth Ave. (1) (Phone: LOngacre 4-4100)
President and Executive Director: Duane W. Carlton
Exhibit Areas: 18,000 sq. ft., open booths plus additional 4 floors of 200 sample rooms
Rental Fees and Services: Meetings, $500 to $1,000; Exhibits, $600 to $1,000
Floor Load: 150 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 11 ft. 2nd Floor, other Floors 8' 6"
PA System: Yes
Dimensions, Opening to Exhibit Hall: 180 ft. by 100 ft.
No. of Elevators and Capacities: 6 passenger elevators, 20 persons each
Columns, Locations and Dimensions: 18 columns, 1 ft., 11 inches square 2nd floor
Current and Utilities Available: AC ample, 110 and 220, 3 phase
Loading Facilities: Freight elevator, capacity 5,000 lbs.
Locations, Size of Storage Area: 5,000 sq. ft. in basement
Number of Meeting Rooms and Capacities: 200 (10 to 1500)
Facilities to Handle Food Functions: Can handle banquet for 1,200
Parking Facilities: Garage nearby
Distance from Business District: Center of business district

69th Regiment Armory

26th St. & Lexington Ave. (MU 4-6170)
Manager: Lt. Col. H. M. Lutz
Exhibit Areas: 32,000 sq. ft.
Rental Fees and Services: $743 per day; no service included
Floor Load: 180 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 100 ft.
PA System: Available on rental
Dimensions, Opening to Exhibit Hall: 10 ft. by 8 ft.
Elevators and Capacities: One freight, 4,000 lbs.
Columns: None
Utilities: AC 3-phase-208 V, single-phase-118 V, 60 cycle
Loading Facilities: Street level door
Meeting Rooms: None
Facilities for Food Function and Banquet Capacity: Restaurant can handle 250
Parking Facilities: None
Distance from Business District: In heart of city

71st Infantry Regiment Armory

34th St. and Park Ave. (MU 5-2400)
Manager: Col. Donald Sherman
Exhibit Areas: 40,000 sq. ft.
Rental Fees and Services: $1,000 per day; no services included
Floor Load: Unlimited
Ventilation: Windows
Ceiling Height: 100 ft.; 9 ft. under balcony
PA System: Available on rental
Dimensions, Opening to Exhibit Hall: 10 ft. high, 10 ft. wide
Columns: None
Utilities: AC current single and three-phase, 60 cycle
Loading Facilities: Door from street level
Storage Areas: On balconies
Facilities for Food Function and Banquet Capacity: Restaurant seating up to 300
Parking Facilities: 2 garages within one block and 3 parking lots within two blocks
Distance from Business District: In business district

"The Very Best in Exhibit Facilities"

Forgive our immodesty, but this is no idle boast. In our first year of operation, sixty progressive and forward-looking trade shows and conventions, used our excellent facilities. Because of the resultant demand for additional bookings, we are now in the process of planning substantial expansion. If you too, are interested in greater acceptance and enthusiastic reception for your show, call or write us. There's no obligation!

DUANE W. CARLTON, *President*

New York
TRADE SHOW BUILDING

EIGHTH AVENUE AT 35th STREET
500 Eighth Avenue, N. Y. 1, N. Y.
LOngacre 4-4100

- 4 floors—200 rooms with display windows — complete circulation—no dead ends!
- 1 open floor of 18,000 square feet
- Acoustical ceilings
- 6 hi-speed elevators plus heavy duty freight lift
- Modern lighting equipment—ample A.C. 110 and 220—3 phase
- Crew of experienced personnel
- 8th Avenue, 35th to 36th Streets
- Tunnel to Penn Station
- Adequate facilities for storage
- Restaurant & Beverage Facilities—room service
- Free tables, shelving, racks and chairs
- Spotlights—special peg-board display walls
- No gratuities for service
- Nearly 5,000 hotel rooms adjacent
- Center of Show Area
- Telephone in each room—switchboard service

Diagonally Across from Hotel New Yorker

COMPLETELY AIR-CONDITIONED

Barbizon-Plaza Hotel

See Advertisement, Page 134

106 Central Park South (Phone: CI 7-7000)
Manager: David S. Racusin
Sales Manager: Charles D. Erickson
Convention Season: All year
Largest Group Accommodated: 700 (700 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-14.00; Double: 14.00-19.50; Suites 30.00-35.00
No. Mtg. Rms. & Capacity of Largest: 22 (530)
No. Banquet Rms. & Capacity of Largest: 3 (200) (450 buffet style)
Group Meal Rates: Breakfast: .85-1.65; Lunch: 1.85-2.50; Dinner: 2.85-3.95
Liquor: Served in hotel
Charges for Mtg. Rms.: Meetings only—25.00 to 100.00
Net Exhibit Space: 15,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Belmont Plaza Hotel

49th & 50th St. & Lexington Ave. (Phone: Plaza 5-1200 Teletype—NY 1,3877)
Manager: Robert N. Sarason
Sales Manager: Trudy Cohen
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 7.00-9.85; Double: 9.50-13.85; Suites: 18.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Open
Charges for Exhibit Areas: Open
Net Exhibit Space: 12,000 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights, 4' x 6' screen
Stage: Available

The Biltmore (HSMA)

Madison Ave. at 43rd St. (Phone: Murray Hill 7-7000)
Res. Manager: Fred H. Shambarger
Sales Manager: Ray Ashbaugh
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 75 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 10.95-18.95; Twins: 17.95-22.95; Double: 16.95-20.95; Suites: 40.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 25 (1000)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Group Meal Rates: Breakfast: 3.00 up; Lunch: 4.00 up; Dinner: 6.00 up
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 9,000 sq. ft.

TWA PUTS WINGS ON CONVENTION PLANNING

EAST COAST

BOSTON
NEW YORK
ATLANTIC CITY
PHILADELPHIA
WASHINGTON

Looking East for your convention site? The Atlantic seaboard offers everything. And TWA offers every help from selecting a site to round-trip transportation!

Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . relaxing recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office today. Or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N. Y.

FLY THE FINEST

FLY TWA

Introducing
AMERICA'S MOST
Complete
CONVENTION SERVICE

IN NEW YORK
Hotel ROOSEVELT
Wide range of private rooms for business and social events. Accommodations for 15 to 1000 persons. Excellent air-conditioned facilities.

IN WASHINGTON, D. C.
The MAYFLOWER
Scene of the Capitol's most famous and successful functions for many years. Complete facilities from very small to very large groups.

IN CLEVELAND
Hotel CLEVELAND
25 handsomely decorated, air-conditioned rooms. Private meeting, exhibit, banquet rooms available, accommodating from 20 to 1300 persons.

IN CHICAGO
EDGEWATER BEACH HOTEL
Well-appointed rooms to accommodate 10 to 1000 persons. New sound and program system with disc recorder, inter-room communications. Muzak available.

IN BOSTON
SOMERSET HOTEL and KENMORE HOTEL
Complete convention and banquet services up to 1200, at the Somerset. New superb facilities at the Kenmore for large meetings and banquets.

Hotel Corporation of America
A. M. SONNABEND, *President*
For complete information, write: Harold J. LaFrenere, Vice President, National sales, Edgewater Beach Hotel, Chicago.

NEW YORK

New York City continued

Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Men's health club, bowling

Commodore Hotel (HSMA)

See Advertisement, Page 23

42nd St. & Lexington Ave. (Phone: MUrray Hill 6-6000)
Manager: Geo. H. Howard
Sales Manager: Wm. L. Buckley
Convention Season: All year
Largest Group Accommodated: 2,500 (1,200 rooms, 100 suites available)
Air Conditioning: Banquet and meeting rooms, 800 bedrooms
Convention Rates: Single: 7.00-15.00; Double: 11.00-20.00; Suites: 30.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 22 (2,200)
No. Banquet Rms. & Capacity of Largest: 22 (1,800)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors rented from outside
Stage: Available

Essex House (HSMA)

160 Central Park South (Phone: Circle 7-8300)
Manager: Vincent J. Coyle
Convention Season: All year
Largest Group Accommodate: 200 (150 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 13.00-23.00; Double: 17.00-25.00; Suites: 35.00-70.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 to 600.00
Charges for Exhibit Areas: 25.00 to 600.00
Net Exhibit Space: 11,000 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights, projectors from rental service
Stage: Available

Governor Clinton Hotel (HSMA)

See Advertisement, Page 16

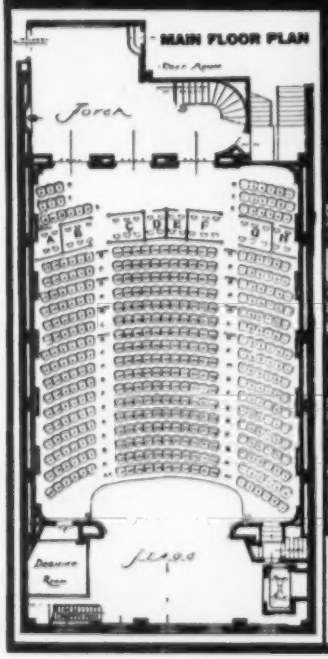
31st St. & 7th Avenue (Phone: Pennsylvania 6-3400; Teletype: N.Y. 1,3202)
Manager: Victor J. Giles
Convention Manager: Richard B. Braine
Convention Season: All year
Largest Group Accommodated: 1,500 (900 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-11.00; Twins: 12.00-16.00; Double: 11.00-14.00; Suites: 25.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (500)
No. Banquet Rms. & Capacity of Largest: 15 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.75; Dinner: 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 8,371 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

Henry Hudson Hotel (HSMA)

See Advehrtisement, Page 135

353 West 57th Street (Phone: CO 5-6100)
Manager: Albert F. Koenig
Sales Manager: Frank W. Berkman
Convention Season: All year
Largest Group Accommodated: 800 (500 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-9.00; Double: 10.00-16.50; Suites 20.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (750)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.75; Dinner: 4.75
Liquor: Served in hotel

The Only Hotel in New York With A Little Theatre



Perfect for Your Sales Meeting

- Professionally equipped theatre with 530 spring-cushioned seats; exhibit space of 7,000 square feet adjacent.
- 16 air-conditioned meeting rooms accomodating 25 to 530. Excellent trade show facilities. Closed circuit telecasts.

- Fine banquet facilities. French and American cuisine.
- 1200 modern guest rooms. Air-conditioned, radio and television.
- Just two blocks from the new Coliseum. Midtown location—a step to Radio City, Fifth Avenue and Broadway theatres.
- Owner-management assures personalized service.

Write to Director of Sales for illustrated brochure
BARBIZON-PLAZA
106 CENTRAL PARK SOUTH AT 6th AVENUE
overlooking Central Park

Net Exhibit Space: 3,000 sq. ft. on one floor, separated area from meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

Lexington Hotel

48th & Lexington Ave. (Phone: Plaza 5-4400)
Genl. Manager: Fred F. Holsten
Sales Manager: Peter Mellon
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.65-11.90; Double: 12.90-16.90; Suites: 23.80-60.60. European
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.75; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 up, depends upon usage
Charges for Exhibit Areas: 25.00 up, depends upon usage
Net Exhibit Space: 2,750 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8 and 16mm projectors on rental basis, screen, blackboards
Stage: Available
Sports Facilities: Swimming pool, gym, health club, squash, ping pong

Manager Vanderbilt Hotel (HSMA)

Park Ave. at 34th St. (Phone: Murray Hill 3-4000)
Manager: Walter Henkel
Sales Manager: Marley Haluorsen, Jr.
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-19.00; Double: 10.50-19.00; Suites: 18.00-45.00. European
No. Mtg. Rms. & Capacity of largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 3.50; Lunch: 3.75; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 10,105 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

Manhattan Hotel (HSMA)

44th & 45th St. & 8th Ave. (Phone: Judson 2-0300)
Manager: Frank W. Kridel
Sales Manager: William H. Hutchinson
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-12.00; Double: 9.50-18.00; Suites: 25.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,136 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

New Weston Hotel

34 E. 50th St. (Phone: Plaza 3-4800)
Manager: J. T. McTighe
Sales Manager: J. A. Zaccaria
Convention Season: All year
Largest Group Accommodated: 100 (25 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, most bedrooms
Convention Rates: Single: 9.00-17.00; Double 14.00-22.00; Suites: 23.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (50)
No. Banquet Rms. & Capacity of Largest: 5 (50)
Group Meal Rates: Breakfast: 2.50; Lunch: 5.00; Dinner: 5.50 (plus 4% tax & 15% gratuities)
Liquor: Served in hotel
Charges for Mtg. Rms.: None when meals are served
Charges for Exhibit Areas: 25.00 to 50.00
Net Exhibit Space: 3,000 sq. ft.; 755 sq. ft. on one floor

Hotel New Yorker (HSMA)

See Advertisement, Page 135

ONLY

58

STEPS TO THE NEW COLISEUM

WORLD'S LARGEST EXPOSITION CENTER

Yes, we counted them—only 58 steps from our 58th St. entrance to your exhibit at the Coliseum.

Make your headquarters here at the Henry Hudson Hotel and save time, money and energy.

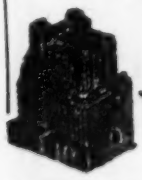
1200 Rooms **1200 Baths**
Single $5 to $8 **Double $9 to $15**

You'll enjoy The Voyager, our new dining and supper club. Entertainment by name bands. Now open—New Chart Room Bar and Restaurant.

- Banquet and Meeting Rooms
- Ample Parking — 2 Cocktail Lounges. Swimming Pool and Sun Decks Complimentary to Guests

ALBERT F. KOENIG—Gen. Mgr.

Frank W. Berkman, Dir. of Sales



Henry Hudson HOTEL

CO 5-6100

353 W. 57th St., New York 19, N. Y.

YOUR CONVENTION'S IN THE SPOTLIGHT at the HOTEL New Yorker

34th Street at Eighth Avenue

125 suites
2500 rooms
25 meeting rooms
350 show rooms and large exhibit areas

Joseph Massaglia, Jr., President
Charles W. Cole, Gen. Mgr.
Jack Potter, Dir. of Sales

New York, LO 3-1000
Cleveland, PRospect 1-7827
Washington, D. C., EXecutive 3-6481
Chicago, MOhawk 4-5100
Boston, Hubbard 0060

OUR SERVICE SPOTLITE will hi-lite your every requirement.

This vertical village with its trained staff of 1700 focuses on you immediately.

Manhattan Center Auditorium adjacent to the Hotel (capacity 3500). New York Trade Show building diagonally across tthe street.

Santa Monica, Calif. Hotel MIRAMAR
San Jose, Calif. Hotel SAINTE CLAIRE
Long Beach, Calif. Hotel WILTON
Gallup, N. M. Hotel EL RANCHO
Albuquerque, N. M. Hotel FRANCISCAN
Honolulu Hotel WAIKIKI BILTMORE
Washington, D. C. Hotel RALEIGH
Hartford, Conn. Hotel BOND
Cincinnati, O. Hotel SINTON
Pittsburgh, Pa. Hotel SHERWYN
Denver, Col. Hotel PARK LANE
New York City Hotel NEW YORKER

12 Massaglia Hotels from Coast to Coast

NEW YORK CITY

New York City continued

34th & 8th Ave. (Phone: LO 3-1000) (Teletype: N.Y. 1, 1384)
Gen. Manager: Charles W. Cole
Sales Manager: John A. Potter
Convention Season: All year
Largest Group Accommodated: 2,600 (1500 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 8.00-11.00; Double: 12.00-14.00; Suites: 25.00 up
No. Mtg. Rms. & Capacity of Largest: 18 (1,000)
No. Banquet Rms. & Capacity of Largest: 18 (950)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.75; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, screens
Stage: Available

Park Sheraton Hotel (HSMA)

See Advertisement, Page 137

7th Ave. at 56th St. (Phone: Circle 7-8000)
Manager: T. C. Deveau
Sales Manager: Robert Weatherston
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms, 200 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single, 8.00-13.00; Double: 12.00-17.00; Suites: 17.00-27.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1,100)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variavle
Charges for Exhibit Areas: Variable
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

The Plaza (HSMA)

59th St. & 5th Ave. (Phone: PL 9-3000)

Manager: Eugene Voit
Sales Manager: Clyde J. Harris
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 50 suites available)
Convention Rates: Single: 10.00 to 16.00; Double: 16.00 to 26.00; Suites: from 26.00
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Group Meal Rates: Breakfast: from 3.00; Lunch: from 4.00; Dinner: from 7.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available

Hotel Roosevelt (HSMA)

See Advertisement, Page 134

Madison Ave. at 45th St. (Phone: Mu 6-9200)
Vice Pres., & Gen. Mgr.: Edward L. Buckley
Director of Sales: William T. Hunzinger
Convention Season: All year
Largest Group Accommodated: 3,000 (900 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-17.50; Double: 14.50-20.50; Suites: 35.00-38.00 & up. European
No. Mtg. Rms. & Capacity of Largest: 20 (2,800)
No. Banquet Rms. & Capacity of Largest: 20 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None when meals are served

Consultant Available-No Charge

Now you can add an expert to your staff to handle one of your important problems . . . at no cost to you.

The problem of finding the right location for those important sales meetings or other group functions can be handled by one of the country's most qualified and respected hotel experts. He directs a staff of specialists trained to find exactly the facilities you need.

HOWARD F. DUGAN knows sales, knows hotels, and knows what meeting planners need. His organization is geared to give you immediate and personal attention for all your meeting-site problems.

HOW CAN IT BE DONE FREE?

You pay nothing. HOWARD F. DUGAN, INC., works with the finest hotels to get the best possible facilities at the most reasonable cost. You will probably pay less if you take advantage of the services of HOWARD F. DUGAN, INC.

Try this service next time you plan a meeting. A letter or call will secure the services of a hotel-facilities expert...No obligation and never at any cost to you!

howard f. dugan INC. HOTEL

For Information and Reservations write or call any of our offices

SALES CONSULTANTS

IN NEW YORK
230 Park Avenue
MUrray Hill 4-0004

IN CHICAGO
77 West Washington Street
CEntral 6-3446

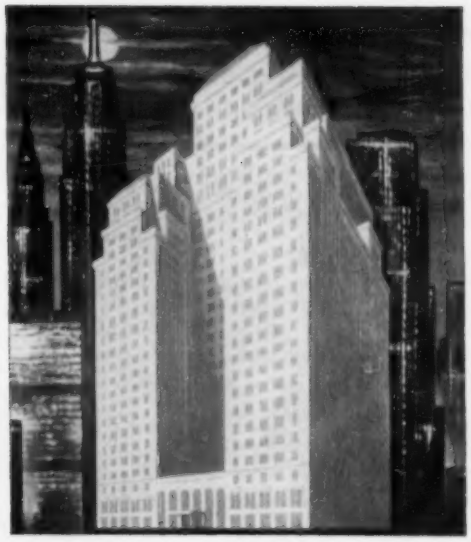
IN WASHINGTON, D. C.
927 15th Street, N. W.
DIstrict 7-1188

getting down to business...

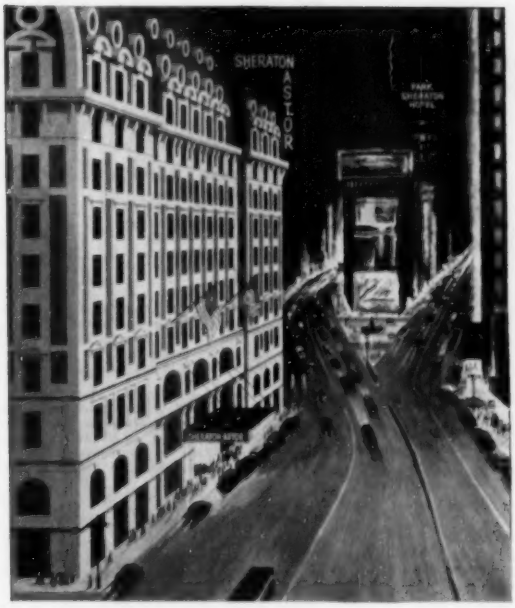
It's a pleasure to concentrate on the business at hand in the handsome setting of the St. Moritz. Function rooms are completely isolated assuring privacy and quiet for your group. And the famed St. Moritz service and cuisine add immeasurably to your affair. Newly decorated private function rooms accommodate from 10 to 300 for directors' meetings, sales meetings, luncheons, banquets, receptions or testimonial dinners. For an especially beautiful setting, choose the Sky Gardens or Terrace Club, overlooking Central Park from high atop the St. Moritz.

ST. MORITZ
ON-THE-PARK
50 Central Park South, New York
PLaza 5-5800
GARRY HIERS, Director of Sales

THE PARK-SHERATON



THE SHERATON-ASTOR



Uptown, downtown and Times Square . . .

3 FINE SHERATON HOTELS in NEW YORK CITY

THE SHERATON-McALPIN

The Sheraton-Astor: In the heart of Times Square. Largest banquet facilities in the world. Dinners for 5,000 guests have been staged in the famed ballroom. There are 15 other function rooms accommodating from 40 to 1200 persons.

730 rooms

KURT A. SMITH, *General Manager*

The Park Sheraton: Midtown Manhattan, overlooking Central Park. Beautiful Grand Ballroom accommodates 900 for meetings and banquets. Many other function rooms accommodating from 25 to 250 persons. Air-conditioned.

1600 rooms from $7.85

Thomas C. Deveau, *General Manager*

The Sheraton-McAlpin: Located at Herald Square. Now completely modernized, the 1500 room Sheraton-McAlpin provides a ballroom for 500, plus eleven other dining and meeting rooms accommodating from 20 to 500 persons.

1500 rooms

GEORGE D. JOHNSON *General Manager*

SHERATON the proudest name in HOTELS

EASTERN DIV.

NEW YORK
Park-Sheraton
Sheraton-Astor
Sheraton-McAlpin
Sheraton-Russell

BOSTON
Sheraton-Plaza

WASHINGTON
Sheraton-Carlton
Sheraton-Park

PITTSBURGH
Penn-Sheraton

BALTIMORE
Sheraton-Belvedere

PHILADELPHIA
Sheraton Hotel

PROVIDENCE
Sheraton-Biltmore

SPRINGFIELD, Mass.
Sheraton-Kimball

ALBANY
Sheraton-Ten Eyck

ROCHESTER
Sheraton Hotel

BUFFALO
Sheraton Hotel

SYRACUSE
Sheraton-Syracuse Inn
Sheraton-DeWitt Motel

MIDWESTERN DIV.

CHICAGO
Sheraton-Blackstone
Sheraton Hotel

DETROIT
Sheraton-Cadillac

CINCINNATI
Sheraton-Gibson

ST. LOUIS
Sheraton-Jefferson

OMAHA
Sheraton-Fontenelle

LOUISVILLE
Sheraton-Seelbach
The Watterson

DALLAS
Sheraton Hotel
Opens 1959

AKRON
Sheraton Hotel

INDIANAPOLIS
Sheraton-Lincoln

FRENCH LICK, Ind.
French Lick-Sheraton

RAPID CITY, S. D.
Sheraton-Johnson

SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior

SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract

CEDAR RAPIDS, Iowa
Sheraton-Montrose

PACIFIC DIV.

SAN FRANCISCO
Sheraton-Palace

LOS ANGELES
Sheraton-Town House

PASADENA
Huntington-Sheraton

CANADIAN DIV.

MONTREAL
Sheraton-Mt. Royal
The Laurentien

TORONTO
King Edward Sheraton

NIAGARA FALLS, Ont.
Sheraton-Brock

HAMILTON, Ont.
Royal Connaught

NEW YORK

New York City continued

Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

St. Moritz-On-The-Park

See Advertisement, Page 136

50 Central Park South (Phone: 5-5900)
Manager: Charles G. Taylor, Pres.
Sales Manager: Garry Hiers
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms, 100 suites available)
Air Conditioning: Banquet and meeting rooms, 50% of bedrooms
Convention Rates: Single: 10.00-15.00; Double: 15.00-18.00; Suites: 20.00 up. European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 3.50; Lunch: 5.00; Dinner: 7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: None if food is served
Audio-Visual Aids: PA system, spotlights, 3 screens
Stage: Available

The Savoy-Plaza Hotel (HSMA)

5th Ave. & 58th St. (Phone: Eldorado 5-2600)
Manager: John F. Isard
Sales Manager: John H. Sienold
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 11.00; Double: from 16.00; Suites: from 28.00
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 10 (300)
Group Meal Rates: Breakfast: 3.50; Lunch: 5.00; Dinner: 7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 9,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight
Stage: Available

Shelton Towers Hotel

525 Lexington Ave. (Phone: Plaza 5-4000)
Manager: Leslie L. Paul
Sales Manager: John Gallagher
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 20 suites available)
Air Conditioning: All bedrooms
Convention Rates: Single: 6.50-13.00; Double 9.00-16.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 5,358 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, health club

Hotel Sheraton-Astor Hotel (HSMA)

See Advertisement, Page 137

Times Square (Phone: Judson 6-3000; Teletype NY 1,2715)
Manager: Kurt A. Smith
Sales Manager: Robert D. Howard
Convention Season: All year
Largest Group Accommodated: 3,000 (800 rooms, 150 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-13.00; Double: 10.00-13.00; Suites, 16.00-50.00
No. Mtg. Rms. & Capacity of Largest, 31 (3,000)
No. Banquet Rms. & Capacity of Largest: 31 (3,000)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.50; Dinner 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 30,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, slide, 16mm projectors, screens
Stage: Available

Sheraton-McAlpin (HSMA)

See Advertisement, Page 137

34th & Broadway St. (Phone: 6-5700)
Manager: George D. Johnson
Sales Manager: James Flanagan
Convention Season: All year
Largest Group Accommodated: 1,000 (700 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.85-14.85; Twin or Double: 10.35-18.85; Suites: 19.00-32.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (600)
No. Banquet Rms. & Capacity of Largest: 15 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Stage: Available

Statler Hotel (HSMA)

See Advertisement, Page 18

7th Ave. & 33rd St. (Phone: Pe 6-5000)

Manager: Thomas F. Troy
Sales Manager: Albert G. Cox
Convention Season: All year
Largest Group Accommodated: 2,200 (1,100 rooms and 45 suites available)
Convention Rates: Single: from 8.00; Double: from 11.00; Twins: from 13.00; Suites: from 30.00
No. Mtg. Rms. & Capacity of Largest: 18 (2,000)
No. Banquet Rms. & Capacity of Largest: 18 (1,800)
Group Meal Rates: Breakfast: from 2.75; Lunch: from 3.75; Dinner: from 5.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 39,172 sq. ft.
Audio-Visual Aids: 8mm and 16mm sound projector, motion picture screens, PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

The Waldorf-Astoria (HSMA)

See Advertisement, Page 18

50th Street & Park Ave. (Phone: Eldorado 5-3000)

Manager: Wallace W. Lee, Jr.
Sales and Convention Manager: R. W. Keilt

The Warwick Hotel

65 W. 54th St. (Phone: Circle 7-2700)
Manager: Erwin H. Schlicht
Sales Manager: Theodore R. Archibald
Convention SeEason: All year
Largest Group Accommodated: 500 (250 rooms available)
Convention Rates: Single: 10.00; Double: 12.00; Suites: 16.00. European
No. Mtg. Rms. & Capacity of aLrgest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.00-2.50; Lunch: 3.00-5.00; Dinner: 4.00-10.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge when food served
Net Exhibit Space: 4,300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

NIAGARA FALLS

Railroads: N.Y.C.; L.V.; Erie; N. St. C. & T. N.J.
Airlines: AAL, CAP, MOH

Hotel Niagara (HSMA)

201 First St. (Phone: 9321)
Manager: Floyd D. Vandervort
Sales Manager: Herbert Parker
Convention Season: Septemtber to June
Largest Group Accommodated: 200 (100 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, except one
Convention Rates: Single: 7.00-11.00; Double: 10.50-15.00; Suites: 18.50-21.00
No. Mtg. Rms. & Capacity of Largest: 7 (550)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: .75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,600 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, all types projectors available on notice, blackboards, easels
Stage: Available
Railroads: N.Y. Cent.; N.Y., N.H. & H.
Airlines: EAL, MOH

POUGHKEEPSIE

Nelson House (HSMA)

Mark St. (Phone: Globe: 2-1100)
Genl. Manager: H. J. Kowal
Convention Season: All year
President: Walter Averill
Largest Group Accommodated: 350 (150 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 6.00-8.00; Double: 11.00-13.00; Suites: 16.00-24.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 6 (325)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, screens, blackboards, IBM lectern

Poughkeepsie Inn (HSMA)

Cannon Street (Phone: GLobe 2-2200)
Manager: Richard T. Downes
Sales Manager: Helen Wanamaker
Convention Season: All year
Largest Group Accommodated: 250 (120 room, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00 Double: 8.50-16.00; Suites: 18.00-28.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (200)
No. Banquet Rms. & Capacity of Largest: 5 (165)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.25; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for overnight groups
Net Exhibit Space: 3,600 sq. ft.; 3,000 sq. ft. included in meeting room area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available

ROCHESTER

Railroads: N.Y.C.; Erie; B & O.; Penna.
Airlines: AAL, CAP, MOH

CONVENTION BUREAU

Rochester Convention & Publicity Bureau, Inc.
1 Washington Square (7)
William H. Gannett, Executive Secretary

Rochester War Memorial

100 Exchange St. (Phone: BAker 5-7100)
Manager: Harold S. Rand
Exhibit Areas: Auditorium, 27,000 sq. ft.; Exhibit Hall, 55,000 sq. ft.

When You're Stuck, Where Do You Turn?

If your problem has to do with finding the right site for your meeting or exhibit, check with Meeting-Site Service. This free service will supply all the facts you need to help you make a decision on the best site available. For details, see page 198.

Rental Fees and Services included in Rent: 20c per sq. ft. for exhibit; includes move-in and move-out time and life of show; fork lift and operator furnished. Conventions, $250. per day. Includes 20 meeting rooms
Floor Load: Unlimited
Ceiling Heights: 16' in Exh. Hall, 46' in Auditorium
PA System: In entire building
Dimensions, Opening to Exhibit Hall: Truck ramp 22' wide; 16' high, rail siding.
Columns, Locations and Dimensions: Exhibit hall columns, 27' x 22' bays
Current and Utilities Available: 108, 220, 440 v. lines; gas; water
Loading Facilities: 3 loading docks plus storage areas
Railroad Sidings: On exhibit floor. Connects to all five railroads
Number of Meeting Rooms and Capacities: 20 meeting rooms, seats 30-150 persons.
Facilities for Food Functions: Catering, banquet up to 1,200
Parking Facilities: 1,400-car underground garage connecting building under construction
Distance from Business District: One block

Manger-Seneca

26 Clinton Ave., South (Phone: HAmilton 6-7800)
Manager: Reed Seely
Sales Manager: John M. Mahler
Convention Season: All year
Largest Group Accommodated: 600 (325 rooms, 8 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 7.00 to 11.25; Double: 9.50 to 15.75; Suites: 22.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Yes
Charges for Mtg. Rms.: Depends on meal functions involved
Net Exhibit Space: 16,379 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Powers Hotel

36 Main St. West (Phone: LOcust 2-6400; Telefax FFN Powers Hotel)
Manager: Isaac Gordon, Prop.
Sales Manager: Eugene L. Kleehamer
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, 25 bedrooms
Convention Rates: Single: 6.00-9.25; Double: 8.75-14.00; Suites: 14.00-28.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Net Exhibit Space: 8,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

The Sheraton Hotel (HSMA)

See Advertisement, Page 139

111 East Ave. (Phone: Baker 5-8400)
Manager: William P. German
Sales Manager: William L. Sullivan
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, 200 bedrooms
Convention Rates: Single: 6.85-11.85; Double: 10.35-15.85
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention
Charges for Exhibit Areas: Depends on size of exhibits
Net Exhibit Space: 9,110 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, tennis, bowling, swimming, boating

RYE

Railroads: N.Y.; N.H. & H.; Rye Main Line

Westchester Country Club (HSMA)

Phone: Murray Hill 2-4386
Manager: David J. Martin
Sales Manager: H. B. Dickson
Convention Season: Labor Day to June 30
Largest Group Accommodated: 200
Convention Rates: Single: 9.00; Double: 14.00
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: Blackboards, screens, easels, 16mm and 32mm projectors, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, baseball, swimming

SARANAC INN

Railroads: N.Y.C.
Airlines: EAL

Saranac Inn

Saranac Inn Post Office (Phone: Saranac Lake 1800)
Manager: John F. Clifford
Convention Season: June 1 to July 15, Aug. 20 to Oct 1
Largest Group Accommodated: 750 (450 rooms, 20 suites available
Convention Rates: Single: 15.00-20.00; Double: 30.00-40.00; Suites: 50.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (750)
No. Banquet Rms. & Capacity of Largest: 2 (750)
Liquor: Served in hotel
Charges for Mtg. Rms.: None with convention
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm & 16mm projectors, screen
Sports Facilities: Golf, fishing, boating, tennis, swimming, water skiing, riding

SARATOGA SPRINGS

Railroads: Del. & Hud.; S. & S.

Gideon Putnam Hotel

See Advertisement, Page 139

Geyser Park (Phone: 4200)

Convenient and Desirable Location

Foothills of the Adirondacks
Saratoga SPA

GIDEON PUTNAM HOTEL
SARATOGA SPRINGS, NEW YORK

Accessible via New York Thruway to Albany exit, Route #9 to Saratoga Springs; or Scotia Exit to Route 50 to Saratoga Springs.

New York Central Lines to Albany, and motor to Saratoga Springs, or D. & H. Railroad direct from New York Grand Central Terminal to Saratoga Springs.

Private Meeting Rooms, accommodating from 30 to 100

Space available from November 15th until April 1st.

American Planned Restaurant, and Cocktail Lounge.

Arrangements can be made for private cocktail parties.

Parking space and garage

For further information and descriptive literature, contact:

Myron H. Woolley, Manager

Telephone Saratoga Springs 4200

Gideon Putnam Hotel
Saratoga Springs, N.Y.

GIDEON PUTNAM HOTEL

ROCHESTER, N. Y.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON HOTEL

Complete facilities for groups of up to 400. Attractive ballroom and seven other meeting rooms. Parking.

350 outside rooms
WILLIAM P. GORMAN
General Manager

NEW HOTEL ONONDAGA
SYRACUSE'S MOST CENTRALLY LOCATED HOTEL!

modern convention and exhibit facilities . . . attractive rates . . . 500 renovated rooms . . . credit privileges . . . headquarters and terminal for all airlines . . . Coffee Shop, Dining Room, Cocktail Lounge, nightly entertainment.

Member of The *Diner's* Club

NEW
Hotel Onondaga
SYRACUSE, N.Y.

newly redecorated banquet and meeting rooms offer a perfect setting for social and business gatherings.

In New York City . . . ABBEY HOTEL (Radio City Area)

NEW YORK

Saratoga Springs continued

Manager: Myron H. Woolley
Convention Season: Mid-November to April 1
Largest Group Accommodated: 200 (100 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, Some bedrooms
Convention Rates: Single: 18.50; Double: 32.00; Suites: 45.00
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Sports Facilities: Swimming, golf, tennis

SCHROON LAKE

Railroads: D. & H.

Schroon Manor Hotel

(Phone: Schroon Lake 75)

Manager: Joseph Frieber
Convention Season: May 27 until Oct. 1
Largest Group Accommodated: 500 (250 rooms available)
Convention Rates: 10.00 to 15.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Liquor: Served in hotel
Air Conditioning: Banquet halls and dining room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 700 sq. ft.
Audio-Visual Aids: All types, PA system, spotlights
Stage: 2 Available
Sports Facilities: Golf, tennis, boating, swimming, fishing, shuffleboard

SYRACUSE

Railroads: N.Y.C.; D.L. & W.
Airlines: AAL, EAL, MOH

CONVENTION BUREAU

Syracuse Convention Bureau
Chamber of Commerce (2)
Clarence Keller, Manager

AUDITORIUM

Onondaga County War Memorial

515 Montgomery St. (GR 4-1213)
Executive Director: W. B. Stark
Exhibit Areas: Lower level 48,000 sq. ft.; Auditorium, 30,000 sq. ft.
Rental Fees: $400 per event or 15% of ticket sale, whichever is greater
Ventilation: Air conditioned auditorium
Ceiling Height: Auditorium, 65 ft.; Exhibit Area, 14 ft. **PA System:** Available
Dimensions, Opening to Exhibit Hall: Doors will take truck
Elevators and Capacities: Two passenger and one freight
Columns: None in Auditorium; 33 ft. apart in Exhibit Area
Utilities: All types of current, steam, water and drainage
Loading Facilities: Forklift trucks, stage door and drive in
Storage Areas: Adjacent to both floors
Meeting Rooms and Capacities: 20, from 10 to 1,000 (one room, 1,000; one, 500; two rooms 200)
Facilities for Food Functions: Two cocktail lounges; facilities for banquets up to 2,500
Distance from Business District: In center of town

Hotel Onondaga (HSMA)

See Advertisement, Page 139

Jefferson at Warren Sts. (Phone: Ha 2-1221)
Manager: Harold R. Norman
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 12 suites available)
Air Conditioning: No
Convention Rates: Single: 6.25-9.50; Double: 9.50-14.00; Suites: 20.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,160 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available
Sports Facilities: Golf, tennis, swimming, riding

Sheraton-DeWitt Motel

See Advertisement, Page 140

Erie Blvd., East (Phone: GI 6-3300)
Manager: D. W. Wagner
Convention Season: All year
Largest Group Accommodated: 250 (132 rooms available)
Air Conditioning: Banquet rooms, some bedrooms
Convention Rates: Single: 7.00-8.85; Double: 11.00-14.00. European
No. Mtg. Rms. & &Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 35.00
Charges for Exhibit Areas: 10.00 to 35.00
Net Exhibit Space: 1,200 sq. ft. on one floor, included in meeting space
Sports Facilities: Golf course within two miles

Sheraton-Syracuse Inn

See Advertisement, Page 140

Thompson Rd. & Court St. (Phone: HO 3-6601)
Manager: Frank E. McGinnis
Convention Season: All year
Largest Group Accommodated: 300 (153 rooms, 10 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 8.85-10.90; Double: 12.00-15.00; Suites: 28.00-31.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 35.00
Charges for Exhibit Areas: 10.00 to 35.00
Net Exhibit Space: 1,000 sq. ft. on one floor, included in meeting space
Sports Facilities: Swimming, shuffleboard, golf course within one mile

Hotel Syracuse (HSMA)

See Advertisement, Page 000

500 S. Warren (Phone: Harrison 2-5121)
Manager: James F. Gilday
Sales Manager: Donald F. Haynes
Convention Season: All year
Largest Group Accommodated: 850 (400 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.00; Double: 11.00-15.00; Suites: 19.50-40.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screens, blackboards, closed-circuit TV
Stage: Available
Sports Facilities: Golf, tennis, swimming, bowling, ice skating

TROY

Railroads: N.Y.C.; D. & H. B. & H.; T.U.
Airlines: Served through Albany

The Hendrick Hudson Hotel

200 Broadway (Phone: Ashley 2-7000)
Manager: Leo A. Curley
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms, 5 suites available)
Convention Rates: Single: 6.00; Double: 8.00; Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

SYRACUSE, N. Y.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-DEWITT MOTEL

A modern highway hotel with luxury appointments just off the New York Thruway. Completely air-conditioned. All rooms with telephone, TV, and radio. Cocktail Lounge. Function room for 160. 3 other spacious banquet rooms.

132 rooms from $7.00 — CARL JOHNSON, *General Manager*

SHERATON HOTELS U. S. A. NEW YORK BOSTON WASHINGTON PITTSBURGH BALTIMORE PHILADELPHIA PROVIDENCE SPRINGFIELD, Mass. ALBANY ROCHESTER BUFFALO SYRACUSE CHICAGO DETROIT CINCINNATI ST. LOUIS OMAHA LOUISVILLE DALLAS Sheraton Hotel opens 1959 AKRON INDIANAPOLIS FRENCH LICK, Ind. SAN FRANCISCO LOS ANGELES PASADENA CANADA MONTREAL TORONTO NIAGARA FALLS, Ont. HAMILTON, Ont.

SYRACUSE, N. Y.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-SYRACUSE INN

At Exit 35, New York State Thruway. A new Motel that features luxuries usually found only in the finest in-town hotels. Air-conditioning, TV, dining and bar facilities, magnificent indoor heated swimming pool. Meeting Rooms for 10 to 160.

153 rooms from $8.50
CARL JOHNSON
General Manager

SHERATON HOTELS U. S. A. NEW YORK BOSTON WASHINGTON PITTSBURGH BALTIMORE PHILADELPHIA PROVIDENCE SPRINGFIELD, Mass. ALBANY ROCHESTER BUFFALO SYRACUSE CHICAGO DETROIT CINCINNATI ST. LOUIS OMAHA LOUISVILLE DALLAS Sheraton Hotel opens 1959 AKRON INDIANAPOLIS FRENCH LICK, Ind. SAN FRANCISCO LOS ANGELES PASADENA CANADA MONTREAL TORONTO NIAGARA FALLS, Ont. HAMILTON, Ont.

UTICA

Railroads: N.Y.C.; D.L.&W.; N.Y., O. & W.
Airlines: MDH

Hotel Utica (HSMA)

102 Lafayette St. (Phone: 4-4111)
Manager: Garry Riggs
Convention Season: All year
Largest Group Accommodated: 540 (250 rooms, 6 suites available)
Air Conditioning: Few bedrooms, 2 banquet and meeting rooms
Convention Rates: Single: 5.75-8.00; Double: $8.50-11.50; Suites: 14.00-18.25, European
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.65
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 90.00, depending on size
Charges for Exhibit Areas: 5.00 to 90.00
Net Exhibit Space: About 4,000 sq. ft., some of which is meeting room space
Audio-Visual Aids: PA system ,spotlights, movie screen projectors on rental basis
Stage: Available

WATERTOWN

Railroads: N.Y.C.

Hotel Woodruff (HSMA)

49-51 Public Sq. (Phone: 2400)
Manager: L. M. Boyer
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 10 suites available)
Air Conditioning: Limited
Convention Rates: Single: 6.50-12.50; Double: 8.50-12.50; Suites: 15.00-20.00 European
No. Mtg. Rms. & Capacity of Largest: 7 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: .65; Lunch: 1.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, fishing, boating, skiing

WEST POINT

Railroads: N. Y. Cent.; Sty.

U.S. Hotel Thayer

See Advertisement, Page 141

(Phone: Highland Falls 6-4731)
Manager: Joseph E. Kosakowski
Convention Season: Any time, except the first week in June and from Dec. 20 to Jan. 2—groups of 10-20 only on week ends
Largest Group Accommodated: 300 (240 rooms, 5 suites available)
Convention Rates: Single: 11.50 up; Double: 23.50; Suites: 20.00-28.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 2 (325)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends on extent of displays and labor involved
Net Exhibit Space: 11,000 sq. ft. on 3 floors
Audio-Visual Aids: PA system, spotlights, 16 mm and 35 mm projectors
Stage: Available
Sports Facilities: Tennis, horseback riding, swimming

WHITE PLAINS

Railroads: N. Y. Cent.
Airlines: MOH

Roger Smith Hotel

See Advertisement, Page 141

1 Chester Ave. (Phone: White Plains 9-1000)
Manager: Thomas J. O'Brien
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Air Conditioning: Yes
Convention Rates: Single: 5.25 to 10.25; Double: 8.00 to 13.50
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (175)
Liquor: Yes

NORTH CAROLINA

ASHEVILLE

Railroads: So. Ry.
Airlines: CAP, DAL, PAI

CONVENTION BUREAU

Asheville Convention Bureau
P.O. Box 7497
Charles E. Newcomb, Manager

AUDITORIUM

Municipal Auditorium

Haywood Street (Phone 3-3611)
Manager: Ralph James
Exhibit Areas: Main floor, 9,000 sq. ft.; basement floor, 13,761 sq. ft.
Services Included in Rent: PA System main floor, clean-up, maid, porter, lights, stage labor extra
Floor Load: Unlimited
Ceiling Height: Main floor, 35 ft.; basement, 9 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. x 7 ft.
Columns: Main floor, 6 under balcony
Loading Facilities: Ramp with uppley set-up
Storage Areas: 800 sq. ft. in basement
Meeting Rooms: None
Facilities for Food Functions: Hotel next door
Parking Facilities: 2,000 cars within one block
Distance from Business District: 1 block

Battery Park Hotel (HSMA)

Battle Square (Phone: Alpine 2-8211)
Manager: George L. Chumbley, Jr.
Sales Manager: Neil Stanley
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)

WHEN CONVENTIONS COME MARCHING OUR WAY

The entire staff of the Hotel Thayer stands at attention. In reviewing our services, you'll find:

IDEAL LOCATION
. . . 50 miles from New York City on the Military Reservation of the United States Military Academy

TRADITIONAL HOSPITALITY
. . . thoughtful comfort from the moment of welcome to time for leave-taking

PRIVATE FUNCTION ROOMS
. . . for groups of 20 to 400 persons including the spacious Crest Room and smaller meeting rooms

BANQUET FACILITIES
. . . superb food and fine drinks, artfully prepared and served in a gracious manner

ATTRACTIVE ACCOMMODATIONS
. . . 196 guest rooms in addition to comfortable quarters for 172 persons in dormitory rooms

"AT EASE" HOURS
. . . guided tours of historic West Point. Sports and recreational activities nearby.

For rates and information write to
William R. Ebersol, Manager

U.S. HOTEL THAYER
WEST POINT, NEW YORK

NORTH CAROLINA

Asheville continued

Air Conditioning: 60% of bedrooms, 3 banquet and meeting rooms
Convention Rates: Single: 5.00-10.00; Double: 7.00-14.00; Suites: 20.00-35.00. European plan
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: No
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,400 sq. ft. on one floor
Audio-Visual Aids. PA system, spotlights, blackboards, easels, movie screens
Stage: Available
Sports Facilities: Golf, riding, tennis, swimming

Grove Park Inn (HSMA)

(Phone: 2-2711)
Managing Director: George Stable
Sales Manager: Claire Perkins
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 8 suites available)
Convention Rates: Single: 21.00; Double: 32.00; Suites: 15.00 additional. American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Croquet, horseshoes, golf, tennis, swimming, shuffleboard, archery, riding

The Manor

See Advertisement, Page 142

265 Charlotte Street (Phone: ALpine 2-5371)
Manager: Michael L. Taft
Convention Season: All year
Largest Group Accommodated: 200 (60 rooms, 5 suites available)
Air Conditioning: Some banquet halls, all bedrooms
Convention Rates: Single: 5.00 to 7.00; Double: 11.00 to 14.00
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: State operated package stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None, unless there is a booth charge
Net Exhibit Space: 1,458 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm and slide projectors
Stage: Yes
Sports Facilities: Swimming pool, badminton, shuffleboard

George Vanderbilt Hotel (HSMA)

75 Haywood St. (Phone: Alpine 2-7671)
Manager: W. D. Turner
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 8.00; Double: 8.00 to 14.00; Suites: 20.00 to 34.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, part separate area
Audio-Visual Aids: PA system, spotlights, projectors available
Stage: Available

Mayview Manor

See Advertisement, Page 86

Manager: Richard Wright
Convention Season: June, July and August
Largest Group Accommodated: 250 (120 rooms, 10 suites available)
Convention Rates: Single: 16.00-24.00; Double: 28.00-38.00; Suites: 32.00-42.00
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 3 (000)
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes (18x24)
Sports Facilities: Golf, swimming, tennis, putting green, horseback riding, badminton, ping pong, horseshoes

CHARLOTTE

Railroads: So. Ry.; S.A.L.; P. & N.; Nor. Sou.
Airlines: CAP, DAL, EAL, PAI, SOU

Park Center Auditorium

310 N. Cecil St. (Phone: FRanklin 6-5741)
Manager: C. L. Jordan
Exhibit Areas: 100x147, 50x27, 60x31, 24x114, 94x24, 75x15, 65x25
Rental Fees and Services Included in Rent: Local sponsor $200., out of city sponsor $275, daily
Ventilation: Air conditioned
PA System: R.C.A.
Ceiling Height: 22'
Columns, Locations and Dimensions: 20' on center separating concourse from main floor
Current and Utilities Available: 110 and 220 AC
Loading Facilities: Same level
Location, Size of Storage Areas: 2 rooms, approximately 16' x 25'
Meeting Rooms and Capacities: One civic room included in exhibit footage
Facilities for Food Functions: Kitchen for caterer, banquet up to 1,500 persons
Parking Facilities: Ample
Distance from Business District: 1 mile

Hotel Wm. R. Barringer

426 N. Tryon St. (Phone: ED 30331)
Manager: Rex B. Knorr
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 5.50; Double: from 9.00; Suites: from 17.00
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: from .75; Lunch: from 1.25; Dinner: from 2.00
Liquor: Beer and wine served only
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system

Hotel Charlotte

Cor. Trade & Poplar Sts. (Phone: EDison 2-1121)
Manager: Kenneth B. Cross
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 7 suites available)
Air Conditioning: 300 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 up; Double: 9.00 up; Suites: 17.50 up. European
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Beer only
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 6,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens and projectors available, Closed-circuit TV
Stage: Available
Sports Facilities: Golf, ice skating (indoors)

GREENSBORO

Railroads: A. & Y.; So. Ry.
Airlines: CAP, EAL, PAI

The King Cotton

E. Market & Davie Streets (BR 2-8181)
Manager: Haywood Duke
Resident Manager: Rogers Rudd
Convention Season: All year
Largest Group Accommodated: 400 (213 rooms, 12 suites available)
Air Conditioning. Bedrooms
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 12.00; Suites: 20.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: from 2.50; Dinner: from 3.50
Liquor: Not served
Charges for Mtg. Rms.: 15.00 to 200.00
Net Exhibit Space: 4,200 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: 16mm projectors, PA system, spotlights
Stage: Available

O. Henry Hotel

Elm and Bellemeade (Phone: BRoadway 2-7171)
Manager: Nolan B. Williams
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 150 bedrooms
Convention Rates: Single: 4.00-9.00; Double: 7.00-10.00; Suites: 12.00-15.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00 up; Dinner: 3.50 up.
Liquor: A.B.C. stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends on size of convention
Net Exhibit Space: 1,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Sedgefield Inn

(Phone: BR 2-7154)
Manager: Harold Colvert
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms available)
Air Conditioning: Bedrooms
Convention Rates: Single: 8.00 to 18.00; Double: 12.00 to 20.00; Suites: 18.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00 up; Dinner: 5.00 up
Liquor: Not served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Stage: Available
Sports Facilities: Golf, swimming, horse back riding

Old English charm
with a Southern Accent

The Manor

ASHEVILLE, N. C.
Open all year . . .
. . . personalized attention
wonderful atmosphere
for a successful convention

Our enlarged facilities include comfortably air-conditioned meeting rooms, dining rooms, and our own theatre-auditorium. Swimming pool, shuffleboard and other relaxing recreation.

In the scenic Great Smokies-Blue Ridge region, The Manor is just a matter of hours by air, rail or motor from most major cities.

For prompt information, write Michael L. Taft, Manager, The Manor, Asheville, N. C.

HIGH POINT

Railroads: So. Ry.; H. Pt. R. A. & S.; H. Pt. T. & D.
Airlines: CAP, EAL, PAI

Sheraton Hotel

314 N. Main St. (Phone: 22511)
Manager: Arthur G. Corpening Jr.
Sales Manager: Dan Clark
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 3 suites available)
Air Conditioning: 50 Bedrooms, banquet halls
Convention Rates: Single: 4.50 to 8.00; Double: 7.00 to 12.00; Suites: 12.50 to 17.50. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Group Meal Rates: Breakfast: .65; Lunch: 1.65; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on two floors, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

PINEHURST

Railroads: S.A.L.
Airlines: PAI

The Carolina

(Phone: Cypress 2911)
Manager: Daniel O. Delany
Convention Season: Dec.-Jan.-Feb. (small groups) Oct. and May (large groups)
Largest Group Accommodated: 450 (250 rooms, 6 suites available)
Convention Rates: Single: 15.00; Double: 26.00; 12.00 for parlor use. American
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel via A.B.C. stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 32,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Golf, tennis, horseback riding, bowling green, trap shooting, putting greens

RALEIGH

Railroads: So. Ry.; S.A.L.; No. So.
Airlines: CAP, EAL, PAI

Hotel Sir Walter

400 Fayetteville (Phone: TEmple 2-7711—Teletype RL 5070)
Manager: Arthur E. Buddenhagen
Sales Manager: Mrs. Lee Dunnagan
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.75 to 11.00; Double: 8.50 to 15.00; Suites: 19.00 to 32.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: Nominal fee for commercial exhibits
Net Exhibit Space: 3,000 sq. ft. not on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Sports Facilities: Golf courses nearby

WINSTON-SALEM

Railroads: S. Ry.; N. & W.; W.S.S.B.
Airlines: CAP, EAL, PAI

Carolina Hotel

407 W. 4th St. (Phone: 2-1181)
Manager: R. E. O'Connell
Convention Season: All year
Largest Group Accommodated: (100 rooms and 15 suites available)
Convention Rates: Single: 4.00; Double: 6.50; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: .60 to 1.00; Lunch: 1.00 to 2.00; Dinner: 1.50 to 3.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Net Exhibit Space: 5,000 sq. ft. on one floor lights, stage
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Robert E. Lee (HSMA)

5th & Cherry Sts. (Phone: Park 2-6161)
Manager: Douglas Boyle
Sales Manager: Richard E. Arey
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms, 5 suites and 8 studio combinations available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 8.00; Double: 7.00 to 12.00; Suites: 25.00 to 36.00. 25% discount on week ends
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

NORTH DAKOTA

BISMARCK

Railroads: No. Pac.; Soo Line
Airlines: BNF, EAL, NWA

Hotel Patterson

422 Main St. (CA 3-4660)
Manager: Frank Hayes
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms available)
Convention Rates: Single: 3.00; Double: 4.50; Suites: 8.00 to 10.00
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Group Meal Rates: Breakfast: .75; Lunch: 1.25; Dinner: 1.75
Liquor: Served in hotel
Charges for Exhibit Areas: 8.00 to 20.00
Net Exhibit Space: 4,500 sq. ft.
Audio-Visual Aids: PA system
Stage: Available

FARGO

Railroads: Nor. Pac., Great Nor.
Airlines: NOR, NWA

Gardner Hotel (HSMA)

24 Roberts St. (Phone: 2-2556)
Manager: T. L. Powers
Convention Season: All year
Largest Group Accommodated: 340 (125 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 2.75 to 10.00; Double: 4.00 to 12.00; Suites: 12.00 to 15.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00 if no meals served
Net Exhibit Space: 5,627 sq. ft. on two floors, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, swimming, nearby

Grave Hotel

(Phone: 5-5551)
Manager: B. M. Ness
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 4 suites available)
Air Conditioning: 25 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 5.00 to 7.50; Double: 7.50 to 10.00; Suites: 10.00 to 12.00
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 75c; Lunch: 1.25; Dinner: 1.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 35.00
Charges for Exhibit Areas: 10.00 to 35.00
Net Exhibit Space: 2,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

MINOT

Railroads: G.N.; Soo
Airlines: BNF

AUDITORIUM

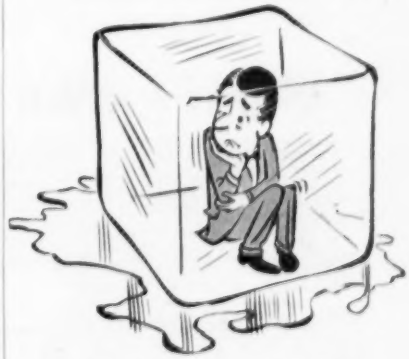
Minot Municipal Auditorium

(Phone: 5-2141)
Manager: Charles V. Stenersen
Exhibit Areas: 19,325
Rental Fees and Services Included in Rent: $75 to $300
Floor Load: No limit
Ventilation: Blower
Ceiling Height: 35'
PA System: Yes
Columns, Locations and Dimensions: None
Current and Utilities Available: 110-220
Meeting Rooms and Capacities: Two; 125 to 175
Facilities for Food Functions: Banquet up to 2,000, outside catering
Parking Facilities: Adjacent
Distance from Business District: Three blocks

Clarence Parker Hotel

1st St. & 1st Ave., S.E. (Phone: 51-153)
VP & Gen. Mgr.: Ruth Parker Flowers
Convention Season: All year
Largest Group Accommodated: 256 (131 rooms and 3 suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 7.25 to 9.50; Suites: 15.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: 5.00 to 35.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Available

Are your conventions "at home" leaving your sales force cold?



It takes no more time or money to have an overseas convention by air...

For full information write:
Henry W. Beardsley, Pan American,
P. O. Box 1790, New York 17, N. Y.

SEE PAGE 2

PAN AMERICAN
World's Most Experienced Airline

IT'S THE BIGGEST HOTEL IN THE CITY. The most popular hotel. The friendliest hotel. It's the heart of things in Cincinnati. Roof Garden accommodates 1700 for meetings, 1000 for banquets. Other function rooms for 10 to 1220 people. TV. Air-conditioning. Famed Sidewalk Cafe.

1000 rooms

Ann Kroger, *Sales Manager*

SHERATON *the proudest name in* **HOTELS**

EASTERN DIV.	SPRINGFIELD, Mass.	CINCINNATI	INDIANAPOLIS	LOS ANGELES
NEW YORK	ALBANY	ST. LOUIS	FRENCH LICK, Ind.	PASADENA
BOSTON	ROCHESTER	OMAHA	RAPID CITY, S. D.	
WASHINGTON	BUFFALO	LOUISVILLE	SIOUX CITY, Iowa	**CANADIAN DIV.**
PITTSBURGH	SYRACUSE	DALLAS	SIOUX FALLS, S. D.	MONTREAL
BALTIMORE	**MIDWESTERN DIV.**	Sheraton Hotel Opens 1959	CEDAR RAPIDS, Iowa	TORONTO
PHILADELPHIA	CHICAGO		**PACIFIC DIV.**	NIAGARA FALLS, Ont.
PROVIDENCE	DETROIT	AKRON	SAN FRANCISCO	HAMILTON, Ont.

AKRON, OHIO

ANOTHER DISTINGUISHED SHERATON HOTEL

The SHERATON
(Formerly the Mayflower)

The rubber city's largest and most popular hotel. Ballroom accommodates 800. Eight other air-conditioned function rooms for 30-250. Garage. Superb food.

Expert Convention Staff
ARCH J. OLIVER, JR.
General Manager

SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

OHIO

AKRON

Railroads: Penn.; B. & O.; Erie; A.C. & Y.; A. & B.B.
Airlines: AAL, CAP, EAL, UAL

Sheraton Hotel (HSMA)

See Advertisement, Page 144

259 S. Main Street (Phone: Jefferson 5-1871—Telegraph AK 99)
Manager: Arch J. Oliver Jr.
Sales Manager: Richard W. Davis
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms, 12 suites available)
Air Conditioning: 280 Bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50 to 10.35; Double: 10.00 to 17.00; Suites: 22.00 to 40.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 200.00
Charges for Exhibit Areas: 11.00 to 14.00 per booth
Net Exhibit Space: 1,344 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Available

CINCINNATI

Railroads: B. & O.; C. & O.; C.N.O. & T.P.; N.Y.C.; Erie; L. & N.; N. & W.; Penn.
Airlines: AAL, DAL, LCA, PAI, TWA

CONVENTION BUREAU
Cincinnati Convention & Visitors Bureau, Inc.
307 Union Central Bldg. (2)
J. S. Turner, Executive Vice President

AUDITORIUM

Cincinnati Music Hall

1243 Elm St. (CHerry 1-3086)
Manager: Chas. W. Bauer, Jr.
Exhibit Areas: South Hall, 22,500 sq. ft.; North Hall, 22,500 sq. ft.; Ballroom, 22,500 sq. ft.; Foyer, 6,000 sq. ft. (buildings separate but interconnected)
Services Included in Rental: Heat, general lighting, water, cleaning
Floor Load: South and North Halls, unlimited; other areas, 150 lbs. per sq. ft. or more
Ventilation: Forced draught and air conditioning
Ceiling Heights: South Hall, 19 ft.; North Hall, 40 ft.; Foyer, 40 ft.
PA System: Available
Dimensions: Opening to Exhibit Hall: Accommodates largest trailers
Elevators and Capacities: One to Ballroom, 6,000 lbs.
Columns: South Hall only, 21 by 17 ins., two rows, 21 ft. longitudinal, 30 ft. lateral
Utilities: Gas, water, steam, sewerage, telephone, 110-220 AC 4-wire, 1- and 3-phase & DC
Loading Facilities: Drive in at street level
Storage Facilities: Ample, adjacent storage to accommodate full exhibit capacities
Meeting Rooms and Capacities: North Hall (if not used for exhibits), 5,700; Auditorium, 3,718; Ballroom, 2,000; 12 small rooms, 300 total
Facilities for Food Functions: Bars, restaurants, any size banquet (1,900 in one room; 5,500 in three)
Parking Facilities: 500-car municipal lot across street, plus private lots for 1,000 cars
Distance from Business District: Seven blocks

Netherland-Hilton (HSMA)

See Advertisement, Page 18

Fifth & Race Sts. (Phone: MA 1-3800—Telegraph CI 244)
Gen. Manager: John G. Horsman
Sales Manager: Mary M. Hesse
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms, 35 suites available)
Air Conditioning: Most bedrooms, all banquet and meeting rooms
Convention Rates: Single: 7 to 17.00; Double: 12.00 to 15.50; Suites: from 26.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 20 (1,100)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None
Net Exhibit Space: 22,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

Sheraton-Gibson Hotel (HSMA)

See Advertisement, Page 144

421 Walnut St. (Phone: MA 1-6600—Teletype CI 559)

Manager: Thomas G. Corcoran
Sales Manager: Ann Kroger
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms, 25 suites available)
Air Conditioning: 95% of bedrooms, banquet meeting rooms
Convention Rates: Single: 5.85 up; Double: 8.85 up; Suites: 23.00 up. European
No. Mtg. Rms. & Capacity of largest: 24 (1,700)
No. Banquet Rms. & Capacity of Largest: 24 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 20,000, not all on one floor
Audio-Visual Aids: PA system, spotlights film projectors on rental basis, Closed-circuit TV
Stage: Available
Sports Facilities: Bowling

Hotel Sinton

4th & Vine Sts. (Phone: DUnbar 1-1200)
Manager: John H. Scheibly
Sales Manager: Robert H. Bockweg
Convention Season: All year
Largest Group Accommodated: 550 (300 rooms, 25 suites available)
Air Conditioning: 75% Bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50 to 11.00; Double: 8.50 to 14.00; Suites: 20.00 to 38.50. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,881 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, blackboards, easels
Stage: Available
Sports Facilities: Bowling

Terrace Hilton Hotel (HSMA)

See Advertisement, Page 18

15 W. Sixth St. (Phone: DU 1-4000; Telegraph CI 394)

Gen. Manager: John G. Horsman
Sales Manager: Mary M. Hesse
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00 to 18.00; Double: 16.00 to 22.00; Suites: from 35.00. European
No. Mtg. Rms. & Capacity of Largest: 22 (100)
No. Banquet Rms. & Capacity of Largest: 22 (80)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Ice skating

CLEVELAND

Railroads: B. & O.; Erie; N.Y.C.; Penna.; W. & L.E.; C.V.; N. & S.S.; N.Y.C. & St. L.; R.T.
Airlines: AAA, AAL, CAP, EAL, LCA, NWA, TCA, TWA, VAL

CONVENTION BUREAU

Cleveland Convention & Visitors Bureau
511 Terminal Tower (13)
Edward C. Brennan, Executive Vice President

AUDITORIUMS

Cleveland Municipal Auditorium

Lakeside at East 6th St. (MAin 1-8300)

Manager: Paul Hurd
Exhibit Areas: 250,000 sq. ft.
Rental Fees and Services: $.20 per sq. ft.; all house services
Floor Load: Unlimited
Ventilation: Forced and air conditioning
Ceiling Height: 24 ft. under trusses
PA System: Available
Dimensions, Opening to Exhibit Hall: 14½ by 19 ft.
Elevator Capacities: 6,000 lbs.
Columns: In South Hall only
Utilities: AC and DC current; compressed air, hot water, gas
Loading Facilities: Truck ramps leading into building
Storage Areas: Ample
Meeting Rooms and Capacities: Seven rooms with capacities from 150 to 3,000
Facilities for Food Functions: Can handle banquet for 2,500
Parking Facilities: 7,000 cars
Distance from Business District: Eight-minute walk

Cleveland Arena

3700 Euclid Ave. (EN 1-3700)

Manager: James C. Hendy
Exhibit Areas: 20,000 sq. ft.
Rental Fees and Services: Rental depends on event and includes light and heat
Ceiling Height: 70 ft. **PA System:** Available
Utilities: Every type
Meeting Rooms and Capacities: One, seats 120
Facilities for Food Functions and Banquet Capacity: Can handle banquet of 120
Parking Facilities: Available
Distance from Business District: 1.8 miles

Hotel Carter (HSMA)

(Phone: PRospect 1-7200)
Manager: Allen James Lowe
Sales Manager: Andrew Ginnan
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 15 suites available)
Air Conditioning: 300 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 to 8.25; Double: 9.00 to 12.50; Suites: 22.00 to 32.00
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 20 (1,200)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Audio-Visual Aids: PA system
Stage: Available

Hotel Cleveland (HSMA)

See Advertisement, Page 134

Public Square (Phone: TOwer 1-8000)
Managing Director: Robert F. Brydle
Sales Manager: Ralph G. Moorhouse
Convention Season: All year
Largest Group Accommodated: 1200 (600 rooms, 40 suites available)
Air Conditioning: 150 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.50 to 11.00; Double: 9.50 to 13.50; Suites: 25.00 to 50.00 European
No. Mtg. Rms. & Capacity of Largest: 25 (1,250)
No. Banquet Rms. & Capacity of Largest: 25 (1,050)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Manger Hotel (HSMA)

1802 East 13th Street (Phone: TOwer 1-2345; Telegraph: FRM)
Manager: James L. Barber
Sales Manager: Lee Lefton
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 16.00; Suites: $20.00 to 100.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (1000)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 1.75 up; Lunch: 2.00 up; Dinner: 3.00 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Charges for Exhibit Areas: None for convention
Net Exhibit Space: 7,634 sq. ft. on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Statler (HSMA)

See Advertisement, Page 18

12th & Euclid (Phone: PRospect 1-6800)
Manager: R. J. McSoley
Sales Manager: Donald M. Woodard
Convention Season: All year
Largest Group Accommodated: 1,000 (625 rooms, 25 suites available)
Air Conditioning: 750 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.50 to 9.00; Double: 13.00 to 27.00; Suites: 27.00 to 37.00. European
No. Mtg. Rms. & Capacity of Largest: 22 (1,200)
No. Banquet Rms. & Capacity of Largest: 22 (1,200)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,560 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: Available

Wade Park Manor

E. 107th & Park Lane (Phone: Cedar 1-3300)
Manager: Owen C. Obetz
Convention Season: All year
Largest Group Accommodated: 350 (225 rooms available)
Air Conditioning: 5 meeting rooms
Convention Rates: Single: 7.00 to 12.50; Double: 10.00 to 16.50; Suites: from 17.00.
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: .75; Lunch: 1.35 Dinner: 2.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Stage: Available

COLUMBUS

Railroads: B. & O.; C. & O.; N.Y.C.; N. & W.; Penna.
Airlines: AAL, EAL, LCA, PAI, TWA

CONVENTION BUREAU

Columbus Convention Bureau, Inc.
50 West Broad St. (15)
Arthur G. Frank, Executive Director

AUDITORIUM

Franklin County Veterans Memorial

300 West Broad St. (Phone: CA 1-4341)

Manager: Harry Schreiber
Exhibit Areas: 35,000 sq. ft.—can be divided into two separate halls

Meeting in CLEVELAND?

Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

OHIO

Columbus continued

Rental Fees and Services: $400 first day, $350 second day and $300 each day after. Includes heat, light and janitor service
Floor Load: Unlimited **Ventilation:** Refrigeration
Ceiling Height: 17 ft. graduated to 8 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: Two doors, 10 ft. high
Columns: 35 ft. by 22 ft. apart
Utilities: 110, 220 volts, water, gas, drainage
Loading Facilities: Two loading docks
Storage Areas: Directly off Exhibition Hall
Meeting Rooms and Capacities: 7, from 50 to 200; one hall for 750
Facilities for Food Functions: Catering for 3,000
Parking Facilities: Lot for 1,000 cars
Distance from Business District: Three blocks

Deshler Hilton Hotel (HSMA)

See Advertisement, Page 18

Broad and High Sts. (Phone: CApital 4-1221; Telegraph: CL 396)
Manager: Truett I. Gore
Sales Manager: Mark L. Mowrey
Convention Season: All year
Largest Group Accommodated: 1,600 (850 rooms, 60 suites available)
Air Conditioning: 350 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 to 12.00; Double: 10.50 to 18.00; Suites: 15.00 to 65.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
No. Banquet Rms. & Capacity of Largest: 23 (1,000)
Group Meal Rates: Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None with meals
Charges for Exhibit Areas: 10% of convention rate
Net Exhibit Space: 15,000 sq. ft. on more than one floor, additional area
Audio-Visual Aids: PA system, spotlights, movie screens, blackboards, easels, projectors on rental basis.
Stage: Available

Neil House Hotel (HSMA)

41 S. High St. (Phone: CA 1-5221)
Manager: H. L. Ludwig
Sales Manager: Harry T. Allen
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 30 suites available)
Air Conditioning: 250 Bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 18.00; Suites: 15.50 to 54.00
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meal served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 44,554 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

Pick-Fort Hayes (HSMA)

See Advertisement, Page 82

31 W. Spring St. (Phone: CA 4-8211)
Manager: Thomas S. Walker
Sales Manager: Ruth Griffin
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, 70% of bedrooms
Convention Rates: Single: 6.50; Double: 10.00; Suites: 15.00 to 65.00
No. Mtg. Rms. & Capacity of Largest: 8 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Group Meal Rates: Breakfast: from 1.75; Lunch: from 1.75; Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 65.00
Charges for Exhibit Areas: 7.50 to 65.00
Audio-Visual Aids: PA system, spotlights
Stage: Available

DAYTON

Railroads: N.Y.C.; Erie; B. & O.; Penn.
Airlines: AAL, LCA, TWA

The Dayton Biltmore Hotel (HSMA)

210 N. Main Street (Phone: ADams 2161)
Manager: Arthur Griffith
Sales Manager: J. D. McDonough
Convention Season: All year
Harlin L. Walter, Secretary-Manager
Largest Group Accommodated: 600 (275 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 15.00; Double: 10.00 to 18.50; Suites: 16.00, 29.50, 41.50, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 12,000 sq. ft., not on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, screens, blackboard, easels, projectors
Stage: Available
Sports Facilities: Golfing, swimming

Hotel Miami

2nd & Ludlow Sts. (Phone: Adams 7131)

Manager: Gene Berry
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 5 suites available)
Convention Rates: Single: from 5.75; Double: from 8.25; Suites: from 18.50
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: .75; Lunch: 1.45; Dinner: 2.75
Liquor: Served in hotel
Air Conditioning: Banquet & Mtg. Rms.: Some bedrooms
Charges for Banquet & Mtg. Rms.: 15.00 to 150.00
Net Exhibit Space: 4,437 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Van Cleve Hotel (HSMA)

36 West First Street (Phone FU-6131)
Manager: Claude J. Cannon
Sales Manager: Henry Whitcomb
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.25 to 8.50; Double: 11.00 to 13.00; Suites: 19.00 to 44.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 8 (275)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel—except Sunday
Charges for Mtg. Rms.: 5.00 and up
Charges for Exhibit Areas: 5.00 and up
Net Exhibit Space: 2,322 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, projectors, screens
Stage: Available

MANSFIELD

Railroads: B. & O.; Erie; Penna.
Airlines: LCA

Mansfield-Leland Hotel (HSMA)

27 Park Avenue West (Phone Lafayette 2-5111)
Manager: Joseph G. Wright
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 25 suites available)
Air Conditioning: 50 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 to 9.00; Double: 8.50 to 12.00; Suites: 16.00 to 30.50, European
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 11 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on more than one floor included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, bathing, fishing, boating

TOLEDO

Railroads: Ann Ar.; C. & O.; D. & T.S.L.; L.S. El.; Penna.; Wab.; W. & L.E.; B. & O.; D.T. & I.; N.Y.C.; N.Y.C. & St. L.; T.T.; T. & E.
Airlines: CAP, DAL, EAL, LCA, TWA, UAL

CONVENTION BUREAU

Toledo Convention Bureau
218 Huron **St. (4)**

AUDITORIUM

Sports Arena

1 Main St. (OX 1-2403)

Manager: Andrew Mulligan
Exhibit Areas: Handle 125 booths, 10 ft. by 10 ft. each, 20,000 sq. ft.
Rental Fees and Services: On application
Floor Load: Unlimited
Ceiling Height: 45 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 14 ft. by 20 ft.
Columns: None
Loading Facilities: Trucks can drive in
Storage Areas: In concourse
Meeting Rooms: None
Facilities for Food Function and Banquet Capacity: Caterer can serve 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Half mile

Commodore Perry Hotel (HSMA)

Superior & Jefferson Sts. (Phone CHerry 4-2841; Telegraph: TO 644)
Manager: John D. Sabrey
Sales Manager: John P. Martin
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 14.00; Double: 7.50 to 16.00; Suites: 18.00 to 40.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 75.00 to 150.00
Net Exhibit Space: 5,180 sq. ft. on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

Hillcrest Hotel (HSMA)

241 16th Street (Phone CH 3-4261)
Gen. Manager: Edward D. Ramage
Resident Manager: Clifford D. Reulein
Convention Season: All year
Largest Group Accommodated: 200 (40 rooms, 60 suites available)
Air Conditioning: 125 bedrooms, banquet halls
Convention Rates: Single: 8.00; Double: 11.00; Suites: 10.00 to 20.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (150)
No. Banquet Rms. & Capacity of Largest: 7 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: 10.00 to 100.00 per day
Net Exhibit Space: 3,700 sq. ft., not on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Secor Hotel (HSMA)

Jefferson and Superior (Phone: CH 4-5501)
Manager: Raymond Mougey
Sales Manager: John P. Martin
Convention Season: All year
Largest Group Accommodated: 400 (170 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 8.00; Double: 7.00 to 12.00; Suites: from 17.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Group Meal Rates: Breakfast: 1.80; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals are served
Charges for Exhibit Areas: 5.00 to 100.00
Net Exhibit Space: 8,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, blackboards
Stage: Available
Sports Facilities: Bowling

YOUNGSTOWN

Railroads: B. & O.; Erie; L.E. & E.; N.Y.C.; Penna.; P & L.E.; Y. & N.; Y. & S.
Airlines: CAP, LCA, VAL

Hotel Pick-Ohio

See Advertisement, Page 82

Hazel & Boardman St. (Phone: Riverside 4-1131)
Manager: Roger Jacobson
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 8 suites available)

Air Conditioning: Banquet and meeting rooms, 120 bedrooms
Convention Rates: Single: 6.00-8.00; Double: 8.00; Suites: 19.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities. Golf, boating, fishing, tennis

OKLAHOMA

OKLAHOMA CITY

Railroads: Santa Fe; C.R.I. & P.; OK. C.A.A.; M.K. & T.; Frisco Sys.
Airlines: AAL, BNF, CAL, CEN

AUDITORIUM

Municipal Auditorium

201 N. Dewey (CE 2-6418)
Manager: Dee Fuller
Exhibit Areas: Zebra Room, 38,000 sq. ft.; Main Auditorium, 14,000 sq. ft.; Mirror Room, 5,000 sq. ft.
Rental Fees and Services: Rentals include heat, light and cleaning
Ventilation: Air conditioning
Ceiling Height: Main Aud. 40 ft.; Mirror Room, 23 ft.; Zebra Room, 14 to 16 ft.; **PA System:** In all halls
Dimensions, Opening to Exhibit Hall: 10 ft. 6 in. by 18 ft.
Elevators: One elevator
Columns: None in Auditorium and Mirror Room; behind drapes in Zebra Room
Utilities: 110-220 volt AC current
Loading Facilities: Trucks drive into Zebra Room
Storage Areas: 450 sq. ft., plus unused rooms
Meeting Rooms and Capacities: 10 meeting rooms from 25-600
Facilities for Food Function and Banquet Capacity: Can handle banquet to 3,500
Parking Facilities: Seven parking lots within half block
Distance from Business District: In downtown district

Huckins Hotel

Main at Broadway (Phone: Forest 5-4341)
Manager: Paul Huckins
Sales Manager: Archer Reid
Convention Season: All year
Largest Group Accommodated: (175 rooms, 9 suites available)
Air Conditioning: All bedrooms, 6 banquet halls
Convention Rates: Single: 5.00 to 10.00; Double: 6.50 to 11.50; Suites: 15.00 to 17.50. European
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.50
Liquor: Not served
Charges for Mtg. Rms.: No charge if food is served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Oklahoma Biltmore Hotel

228 West Grand (Phone: REgent 6-5611; Teletype: OC 544)
Manager: H. P. "Johnnie" Johnson
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms, 20 suites available)
Air Conditioning: 50% Bedrooms, banquet and meeting rooms
Convention Rates: Single: 4.25 to 9.75; Double: 6.75 to 12.00; Suites: 16.00 up. European
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 14 (658)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00 minimum, no charge if food served
Charges for Exhibit Areas: 10.00 minimum
Net Exhibit Space: 7,100 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available

The Skirvin Hotels

See Advertisement, Page 147

Park Avenue at Broadway (Phone: CEntral 2-4411; Telegraph: OC 532
Manager: Dan W. James
Convention Season: All year
Largest Group Accommodated: 700 (250 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50 to 9.50; Double: 9.50 to 18.00; Suites: 20.00 to 60.00. European
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and 35mm projectors, screens, blackboards, closed-circuit TV
Stage: Available

TULSA

Railroads: M.K. & T.; A.T. & S. Fe.; M.V.; Frisco Sys.; T.S.U.
Airlines: AAL, BNF, CAL, CEN

CONVENTION BUREAU

Convention & Visitors Department
616 S. Boston Ave. (19)
J.P. Arwood, Manager

The Mayo Hotel

5th & Cheyenne (Phone: 3-2141)

Manager: Frank R. Bentley
Convention Season: All year
Largest Group Accommodated: 625 (300 rooms and 15 suites available)
Convention Rates: Single: from 8.00; Double: from 10.00; Suites: 25.00 to 75.00
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)

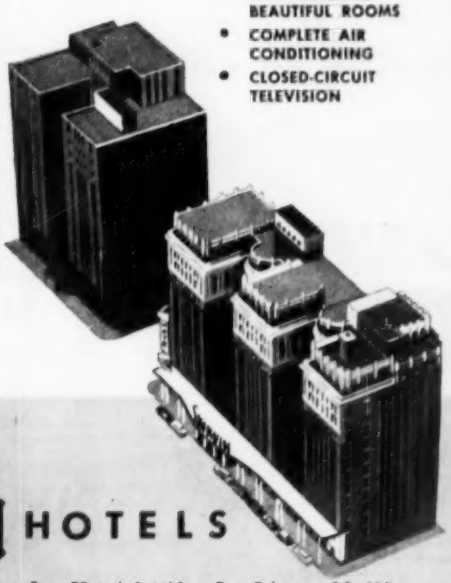
THE MOST HAPPY FELLA'

IS THE CONVENTION PLANNER WHO SELECTED THE SKIRVIN

You, too, will be a "most happy fella" after completing a successful sales meeting or convention at the Skirvin . . . where the friendly experienced staff give you the utmost cooperation in planning and executing your meeting. Handsome surroundings and fine food are the highlights of the Skirvin . . . plus complete facilities, including the luxurious new walnut-paneled room, the "Executive Suite," with a 32-foot walnut table —so perfect for Board of Directors' meetings and comparable gatherings.

Write for our detailed "Facts File."

- FIVE HUNDRED BEAUTIFUL ROOMS
- COMPLETE AIR CONDITIONING
- CLOSED-CIRCUIT TELEVISION



Skirvin HOTELS

Broadway at Park Avenue • CEntral 2-4411 • Teletype OC 532
Oklahoma City, Okla. • Dan W. James, President and General Manager

OKLAHOMA

Tulsa continued

Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.75
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis, horseback riding

Hotel Tulsa

125 E. Third St. (Phone: CH 2-4301)
Manager: Hollis H. Hodges
Convention: All year
Largest Group Accommodated: 400 (300 rooms, 12 suites available)
Convention Rates: Single: 5.50-8.00; Double: 7.50-13.50; Suites: 12.50-35.00. European
No. Mtg. Rms. & Capacity of aLrgest: 9 (1,000)
No. Banquet Rms. &Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: oNt served in hotel
Charges for Mtg. Rms.: 10.00 to 35.00
Charges for Exhibit Areas: 50.00 to 150.00
Audio-Visual Aids: PA system, spotlights, screen
Stage: Yes

WAGONER

Railroads: K. O. & G.; M. K. T.; M. P.

Western Hills Lodge

Box 276 (Phone: TAhlequah 1290; Telegraph: Tahlequah, Oklahoma)
Manager: Conrad Johnson
Convention Season: All year—no weekends during June, July and August
Largest Group Accommodated: 450 (180 rooms, 6 suites available)
Air Conditioning: Entire hotel

Meeting in PORTLAND? Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

Convention Rates: April 15 to Sept. 15—Single: 8.50; Double: 10.50-11.50; Suites: 28.50; Sept. 16 to Nov. 30 and Dec. 1 to Feb. 28—Single: 7.50; Double: 9.50 to 10.50; Suites: 23.50; Mar. 1 to Apr. 15—Single: 6.50; Double: 8.50 to 9.50; Suites: 19.50. European
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rmn. & Capacity of Largest: 5 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.85; Dinner: 2.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 4,800 sq. ft., not on one floor
Audio-Visual Aids: PA system, 16mm projector, screen
Stage: Available
Sports Facilities: Swimming, horseback riding, fishing, boating, skiing, shuffleboard, badminton, ping pong tables, putting green, golf course nearby

OREGON

PORTLAND

Railroads: Nor. Pac.; So. Pac.; S.P. & S.; Gr. Nor.; P.T.; U.P.; O.E.
Airlines: NWA, PAA, WCA, WAL

CONVENTION BUREAU

Portland Convention Bureau
1020 S.W. Front Ave. (4)
V. A. McNeil, Manager

Benson Hotel

309 S. W. Broadway (Phone: Ca 8-9611)
Manager: Sam Standard
Sales Manager: Dick North
Convention Season: All year
Largest Group Accommodated: 160 (80 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-16.00; Double: 10.00-16.00; Suites: 25.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 125.00
Charges for Exhibit Area: 15.00 to 125.00
Net Exhibit Space: 5,553 sq. ft. not on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Golf, swimming, skiing, tennis, fishing, boating

Hotel Multnomah

319 S. W. Pine Street (Phone: CApitol 8-7441)
Gen. Manager: C. R. Lindquist
Sales Manager: Lucille Brundige
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 10 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6 to 12.00; Twins: 11.00 to 16.00; Double: 8.50 to 16.00; Suites: 25.00 to 45.00
No. Mtg. Rms. & Capacity of Largest: 14 (800)
No. Banquet Rms. & Capacity of Largest: 14 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 50.00
Charges for Exhibit Areas: 30.00 to 150.00
Net Exhibit Space: 6,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

PENNSYLVANIA

ALLENTOWN

Railroads: L.V.; J.C.; L. & N.E.; Reading
Airlines: EAL, TWA, VAL

Americus Hotel (HSMA)

6th & Hamilton Sts. (Phone: Hemlock 46101)
V.P. & Gen. Manager: Harry W. Clark
Resident Manager: Milton W. Carroll
Convention Season: All year
Largest Group Accommodated: 450 (326 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00 to 6.50; Double: 8.00 to 8.50; Suites: 12.00 to 14.00
No. Mtg. Rms. & Capacity of Largest: 13 (600)
No. Banquet Rms. & Capacity of Largest: 13 (375)

The Largest and Finest Resort Hotel in Western Pennsylvania

Bedford Springs HOTEL

BEDFORD, PENNSYLVANIA

Offers complete Convention facilities for 25 to 550 people

Ideal Location
3000 acre estate in western Pennsylvania . . . high in the colorful Allegheny Mountains . . . adjacent to the Bedford exit of the Pennsylvania Turnpike.

So Easy to Reach
Come by car, bus, plane, PRR or B&O railroads. Arrangements made to meet all public transportation at nearby terminals.

Delightful Meeting Rooms
16 fully equipped rooms accommodating from 25 to 550 persons.

Superb Accommodations
250 smartly redecorated rooms . . . each with private bath.

Experienced Staff
During 1957 our staff had the pleasure of serving 355 state and national groups.

Finest Recreational Facilities
Championship 18 hole golf course, tennis, horseback riding, swimming in indoor pool and Red Oaks Lake and, of course, complete bar and beverage service facilities.

Special Convention Rates
Extended to groups throughout our season—April 15th—November 15th.

Your inquiry will receive immediate attention. Wire, call or write . . .

E. Harris Knight, Sales Manager
Phone: Bedford 500

Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food served or to convention delegates
Charges for Exhibit Areas: None when food served or to convention delegates
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, platform, screen
Sports Facilities: Golf

ALTOONA

Railroads: Penna.
Airlines: AAA

Hotel Penn Alto (HSMA)

13th St. & 12th Ave. (Phone: Altoona 3-6171)
Manager: Herbert A. Hanson
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 2 suites available)
Air Conditioning: Meeting and banquet rooms, 26 bedrooms
Convention Rates: Single: from 4.00; Double: from 6.50; Suites: from 19.00.
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Dinner: 2.25 to 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,110 sq. ft. on one floor
Audio-Visual Aids: Two screens—52" x 70" each, PA system, spotlights
Stage: Yes

BEDFORD

Railroads: Penna.; H. & B.T.M.

Bedford Springs Hotel

See Advertisement, Page 148

(Phone: Bedford 500)
Manager: Donald O. Shoemaker
Sales Manager: Harris Knight
Convention Season: April to November 20
Largest Group Accommodated: 500 (250 rooms, 15 suites available)
Air Conditioning: 50 bedrooms, 4 banquet halls
Convention Rates: Single: 17.00 to 19.00; Double: 14.00 to 16.00; Suites: 20.00 to 25.00. American
No. Mtg. Rms. & Capacity of Largest: 14 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, three 16mm projectors, 2 x 2, 2¼ x 4 slide projectors
Stage: Available

BETHLEHEM

Railroads: L.V.; P.B. & N.E.; Reading; J.C.; L. & N.E.
Airlines: EAL, TWA, VAL

Hotel Bethlehem (HSMA)

427-447 Main St.
Manager: Norman J. Canfield
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 3 suites available)
Air Conditioning: Bedrooms and 3 meeting rooms
Convention Rates: Single: 5.00 to 6.00; Double: 7.50 to 9.00; Suites: 14.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: .55; Lunch: .75; Dinner: 1.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 18,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, 16mm projector
Stage: Available

BUCK HILL FALLS

Railroads: Del., Lackawanna & West.

The Inn (HSMA)

See Advertisement, Page 149

(Phone: Cresco 3711)
Manager: Clifford R. Gillam
Sales Manager: Loretta E. Ziegler
Convention Season: From late Oct. to mid-June
Largest Group Accommodated: 450 (300 rooms available)
No. Mtg. Rms. & Capacity of Largest: 6 (900)
No. Banquet Rms. & Capacity of Largest: 2 (425)
Audio-Visual Aids: PA system, spotlights, 35mm and 16mm projectors, slide projectors
Stage: Available
Sports Facilities: Golf, tennis, bowling on the green, horseback riding, swimming, fishing

BUSHKILL

Railroads: D.L. & W.

Bushkill Falls House

(Bushkill 8-6634)
Manager: Frank L. Pipher
Reservation Manager: Joseph E. Boyle
Convention Season: May, June, September
Largest Group Accommodated: 200 (100 rooms available)
Air Conditioning: Banquet halls
Convention Rates: 9.00 to 15.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlight, 8mm and 16mm projectors
Stage: Available
Sports Facilities: Swimming pool, private lake, tennis, softball, handball, shuffleboard, quoits, croquet, ping pong, badminton; putting golf, basketball, archery, volleyball, horseback riding, golf

EAGLES MERE

Railroads: Penna. to Muncie

The Lakeside Hotel

See Advertisement, Page 149

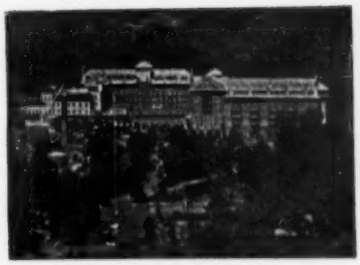
(Phone: LAkeview 5-3201)
Manager: Henry E. Kirk, Jr.
Convention Season: June 15 to Sept. 15
Largest Group Accommodated: 200 during June & Sept. (130 rooms available.) 30 during July & Aug. (15 rooms available)
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (200)

Eagles Mere

. . . for informal yet productive meetings of groups up to 400. Secluded, yet easy to reach, this famous resort nestles 2200 feet high in the Allegheny mountains overlooking the Lake of the Eagles in all its scenic splendor. Excellent accommodations, 18 hole golf course, a full program of outdoor fun, gay gatherings in cocktail lounge plus superb meals make every day a success.

Write today for descriptive literature and information . . . Henry E. Kirk, Jr., *Manager*

THE Lakeside
EAGLES MERE, PENNA.
Season—June to September



Attraction..

but no distraction

Quiet, charming 6,000-acre estate in the scenic Poconos. 3 hours from New York and Philadelphia. A perfect setting for meetings, conferences, sales outings. An outstanding opportunity to combine business with pleasant relaxation.

Check these advantages

INDOORS

Fine accommodations for 400 • 840 seat Auditorium with Stage • Completely Equipped Meeting Rooms accommodating from 10 to 300 • 3,000 Volume Reference Library • Play Room, Television, Radio and Dancing • Stenographic Services and Teletype.

OUTDOORS

27-hole championship Golf Course • 20 miles of Riding and Hiking Trails • Swimming in Olympic-size pool • Tennis Club—8 Teniko Clay Courts • Two Lawn Bowling Greens • Winter Sports—Skiing, Skating, Tobogganing.

EASY TO REACH BY CAR, TRAIN, PLANE OR BUS

RESERVATIONS NOW BEING MADE FOR 1957, 1958 and 1959

For information write or call
Howard F. Dugan, Inc.
National Sales Representatives
230 Park Avenue, New York 17
MUrray Hill 4-0004
or
Loretta E. Ziegler, Convention Manager
•
Clifford R. Gillam, General Manager

THE INN
Buck Hill Falls
PENNSYLVANIA

PENNSYLVANIA

Eagles Mere continued

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 225 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Swimming, tennis, golf, horseback riding

ERIE

Railroads: B. & L.E.; N.Y.C.; N.Y.C. & St. L.; Penna.
Airlines: AAA, CAP, LCA, MOH

Lawrence Hotel (HSMA)

10th & Peach Sts. (Phone: 25231)

Manager: J. Austin Flannery
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 3 suites available)
Convention Rates: Single: from 5.85; Double: 9.00; Twins: from 11.25; Suites: 26.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: from 3.25
Liquor: Served in hotel
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Swimming, boating, fishing, bowling

HARRISBURG

Railroads: Penna.; Reading
Airlines: AAA, CAP, TWA

Penn Harris Hotel (HSMA)

See Advertisement, Page 150

Third and Walnut Streets (Phone: CEdar 8-7211)
Managing Director: Mark W. Sweger
Sales Manager: Robert Cournoyer
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 9 suites available)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.50 to 11.50; Double: 9.00 to 17.00; Suites: 28.00 to 37.50, European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (240)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 3,600 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, blackboards
Stage: Available
Sports Facilities: Golf nearby

HERSHEY

Railroads: Reading

Hotel Hershey

(Phone: KEystone 3-2171)
Manager: Joseph Gassler
Convention Season: All year
Largest Group Accommodated: 200 (90 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-14.00; Double: 17.00-20.00; Suites: 28.00-46.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 and up
Audio-Visual Aids: Spotlights
Stage: Platforms only
Sports Facilities: Golf, tennis

JOHNSTOWN

Railroads: B. & O.; Penna.
Airlines: AAA

Hotel Fort Stanwix

331 Main (Phone: 41-271)
Manager: W. E. La Brack
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 9.00; Double: 8.50 to 12.00; Suites: 11.00 to 14.00
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 25.00
Charges for Exhibit Areas: 7.50 to 25.00
Net Exhibit Space: 3,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, bowling, fishing

LANCASTER

Railroads: Penna.; Reading
Airlines: AAA, EAL

Brunswick Hotel (HSMA)

N. Queen & Chestnut Sts. (Phone: Lancaster 6201)

Manager: Paul L. H. Heine
Sales Manager: Mildred Kaetz
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: from 4.50; Double: 10.50
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (525)
Group Meal Rates: Breakfast: from 1.00; Lunch: from 1.50; Dinner: from 2.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 54 bedrooms
Charges for Banquet & Mtg. Rms.: 5.00 to 100.00 except when food and liquor is served
Net Exhibit Space: 5,772 sq. ft.—all but 588 sq. ft. on one floor
Audio-Visual Aids: Blackboard, easel, movie screen, PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

MOUNTAINHOME

Railroads: D.L. & W.

Mo-nom-o-nock Inn (HSMA)

(Phone: Cresco 7411)
President: Chas D. Geissinger
Manager: Martin H. Malm
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 150 (104 rooms, 8 suites available)
Convention Rates: Single: 16.00; Double: 24.00 to 23.00; Suites: 32.00 to 34.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50 and 4.00
Liquor: Served in clubhouse adjoining
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Tennis, swimming (outdoor pool), horseshoes, table tennis, pocket billiards, golf

Onawa Lodge

(Phone: Cresco 7421)
Manager: H. Irwin Shinnen
Convention Season: Oct. to June, except holiday week ends
Largest Group Accommodated: 150 (75 rooms available)
Convention Rates: Single: 9.00 to 11.00; Double: 17.00 to 23.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, slidomatic viewer, rostrum
Stage: Available
Sports Facilities: Tennis, swimming, shufflebeard, table tennis, volleyball, softball, horseback riding, golf nearby, skiing, ice skating, tobagganing

MOUNT POCONO

Railroads: D.L. & W.

COMPLETE CONVENTION FACILITIES FOR MEDIUM & SMALL MEETINGS

A fine hotel, equipped with every modern technical and physical aid for successful meetings, in a scenic setting, at the "top of the Pocono Mountains." Rooms with bath, phone. Cottage accommodations available for greater privacy. Fine food. All sports facilities. Special Convention rates.

During past five years Skyline has established an enviable reputation as host to many nationally known Companies. (Names on request).

90 miles from N.Y. and Philadelphia.

the SKYLINE INN
AND COTTAGES
Mount Pocono, Pennsylvania
Edward C. Jenkins, *Manager*

With Fabulous
Pigeon Hole Parking
DIRECT LOBBY ENTRANCE
HARRISBURG, PA.

PENNSYLVANIA'S CAPITAL HOTEL
The PENN HARRIS Hotel
400 ROOMS • 5 UNUSUAL RESTAURANTS
• The Plantation • Pennsylvania Grill
• Harris Ferry Tavern • Esquire
• La Rue Du Ville

MARK W. SWEGER, VICE PRESIDENT AND MANAGING DIRECTOR

High Point Inn (HSMA)

Belmont Avenue (Phone: Mt. Pocono 3811)
Manager: E. H. Creen, Jr.
Sales Manager: John C. Potteiger
Convention Season: All year except July and August
Largest Group Accommodated: 125 (70 rooms, 1 suite available)
Convention Rates: Single: 16.00; Double. 12.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Sports Facilities: Indoor and outdoor swimming pools, game rooms, baseball, volleyball, golf nearby, horseback riding.

Mount Airy Lodge

(Phone: Mt. Pocono 3551)
Manager: J. C. Martens
Sales Manager: George Trippi
Convention Season: October to May
Largest Group Accommodated: 250 (130 rooms, 22 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 16.00; Double: 29.00; Suites: 35.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards, 16mm projector
Stage: Available

The Skyline Inn (HSMA)

See Advertisement, Page 150

Knob Drive (Phone: 3661)
Manager: Edward C. Jenkins
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 150 (75 rooms, 3 suites available)
Convention Rates: Single: 14.00; Double: 20.00 to 26.00; Suites: 30.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels 16mm sound projector
Stage: Available
Sports Facilities: Outdoor pool, tennis, pitch 'n putt, croquet, shuffleboard, billiards, volleyball

PHILADELPHIA

Railroads: Penna.; Read.; B. & O.; P.-R. S. L.
Airlines: AAA, AAL, CAP, DAL, EAL, NAL, NEA, TWA, VAL

CONVENTION BUREAU

Philadelphia Convention & Visitors Bureau
Juniper & Filbert Sts. (5)
William Morrison, Executive Secretary

AUDITORIUM

Trade and Convention Center

34th St. and Convention Ave (EVergreen 6-9800)
Manager: Santo S. Panetta
Exhibit Areas: South Exhibition Hall, 11,000 sq. ft.; Grand Exhibition Hall, 113,130 sq. ft.; Center Exhibition Hall, 35,000 sq. ft.; Convention Exhibition Hall 37,000 sq. ft.; Convention Auditorium, 40,000 sq. ft.; Ballroom, 9,000 sq. ft.
Rental Fees: Minimum rental charge and percentage of gate receipts, plus labor charges
Floor Load: Unlimited in all areas except Auditorium & Ballroom; the latter, 300 lbs. per sq. ft.
Ventilation: Air conditioned in Convention, Exhibition Hall, Convention Auditorium, Ballroom and all meeting rooms
Ceiling Height: Varies in each area; maximum 90 ft. **PA System:** Available
Dimensions, Opening to Exhibit Hall: 12 by 10 ft. 11 truck entrances, varying from 9' x 10' to 20' x 30'
Elevators and Capacities: Two 45-passenger; two 15-passenger, two 21-passenger, two 10-ton freight
Columns: 27 in. sq.; 20 ft. centers
Utilities: 110-220-440 Volt AC single; two and three-phase 60 cycle; water, gas, steam, air
Loading Facilities: Loading platforms; 22-car railroad siding
Storage Areas: 40,000 sq. ft. under cover
Meeting Rooms and Capacities: 70 rooms, 8 to 1,750 capacities
Facilities for Food Functions: Can handle banquet for 7,000
Parking Facilities: 2,000 cars
Distance from Business District: 10-minute ride

Adelphia Hotel

13th and Chestnut Sts. (Phone: RI 6-3000)
Manager: Thos. J. Kelley II
Convention Season: All year
Largest Group Accommodated: 250 (175 rooms, 10 suites available)
Air Conditioning: Bedrooms, some banquet rooms
Convention Rates: Single: 5.00 to 10.00; Double: 9.00 to 16.00; Suites: 25.00 to 40.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 300.00 for meetings, no charge if meals served
Audio-Visual Aids: PA system, spotlights

Bellevue Stratford Hotel (HSMA)

Broad and Walnut Streets (Phone: PE 5-0700; Telegraph: P.H. 626)
Managing Director: Joseph P. Hoenig
Director of Sales: Paul G. Foley
Convention Season: All year
Largest Group Accommodated: 900 (400 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00 to 13.00; Double: 12.00 to 17.00; Suites: 20.00 to 55.00. European
No. Mtg. Rms. & Capacity of Largest: 20 (2,000)
No. Banquet Rms. & Capacity of Largest: 19 (1,400)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, screen
Stage: Available

The Benjamin Franklin Hotel (HSMA)

Ninth at Chestnut St. (Phone: WA 2-8600)
Manager: Joseph F. Conlan
Sales Manager: Alan F. Schnell, Jr.
Convention Season: All year

SHERATON

NEW IN PHILADELPHIA

The SHERATON HOTEL

1,000 Air-conditioned Rooms all with TV. 1,000 Car Garage, private entrance to Hotel
Main Ballroom seating — 1600 Banquets — 2200 Meetings

29 Meeting and Function Rooms

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Supremely Suitable
for SALES MEETINGS CONVENTIONS • BANQUETS

A distinguished hotel - with a distinguished name - in the heart of the city nearest everything, with complete facilities for everything.

The DRAKE PHILADELPHIA

★ Luxurious Guest Rooms and Executive Suites
★ Closed Circuit TV
★ Meeting and Functional Rooms for 10 to 850

MICHAEL A. DEVITT, Sales Manager
1512 SPRUCE STREET • Kingsley 5-0100
B. B. LEIDER, Managing Director

Meeting in PHILADELPHIA? Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

PENNSYLVANIA
Philadelphia continued

Largest Group Accommodated: 1,600 (850 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 11.00; Double: 10.00 to 14.00; Suites: 26.00 to 65.00
No. Mtg. Rms. & Capacity of Largest: 16 (1,200)
No. Banquet Rms. & Capacity of Largest: 16 (1,200)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,430 sq. ft. on one floor—additional area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available

Drake Hotel (HSMA)

See Advertisement, Page 152

1512 Spruce St. (Phone: Ki 5-0100)
Manager: B. B. Leider
Sales Manager: Michael A. Devitt
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 25 suites available)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 7.00 to 14.00; Double: 10.00 to 18.00; Suites: 18.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 6 (625)
Group Meal Rates: Breakfast: 3.00; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels, blackboards, screens
Stage: Available

Penn Sherwood Hotel (HSMA)

3900 Chestnut St. (Phone: EVergreen 6-9000)
Manager: Bennett E. Tousley
Sales Director: Adele M. Downey
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 30 suites available)
Air Conditioning: 160 bedrooms, 10 suites, banquet and meeting rooms
Convention Rates: Single: 6.00 to 9.00; Twins: 10.50 to 14.00; Double: 10.00 to 14.00; Suites: 15.50 to 26.50
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Net Exhibit Space: 7,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights

Sheraton Hotel (HSMA)

See Advertisement, Page 151

1725 Pennsylvania Blvd.
Manager: Lloyd B. Carswell
Sales Manager: George E. Gorman
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.85; Double: 13.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 19 (2,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,630)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions or day meetings
Net Exhibit Space: 23,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors, screens, blackboards
Stage: Available

Sylvania Hotel (HSMA)

Locust below Broad Sts. (Phone: PEnnypacker 5-7200)
Manager: William H. Harned
Sales Manager: Louis J. Slattery
Convention Season: All year
Largest Group Accommodated: 700 (400 rooms, 12 suites available)
Air Conditioning: Banquet hall and 200 bedrooms
Convention Rates: Single: 5.50 to 8.50; Double: 9.50 to 13.00; Suites: 22.00 to 25.00
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Stage: Yes

The Warwick (HSMA)

17th and Locust (Phone: PE 5-3800; Telegraph: PH 376)
Manager: Paul J. McNamara
Sales Manager: J. Lloyd Larkins
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00 to 14.00; Double: 14.00 to 18.00; Suites: 24.00 to 65.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: Space for ten 6-foot table top exhibits
Audio-Visual Aids: PA system, spotlights, screens, easels
Stage: Available

PITTSBURGH

Railroads: B. & O.; Penna.; P. & L.E.; A. & So. S.; P. & W.V.
Airlines: AAA, AAL, CAP, EAL, LCA, NWA, TWA, VAL

CONVENTION BUREAU

Pittsburgh Convention Bureau, Inc.
411 Seventh Ave. (19)
Charles W. Shaffer, Executive Vice President

The Carlton House (HSMA)

550 Grant St. (Phone: Grant 1-6060)
Manager: John N. Penn
Sales Manager: Herbert C. Fetzer
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 11.00 to 16.00; Double: 14.00 to 18.00; Suites: 32.50 to 75.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 3 (225)
Group Meal Rates: Breakfast: 1.75 to 2.50; Lunch: 3.50 to 5.00; Dinner: 4.50 to 8.50
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge when food and liquor served
Audio-Visual Aids: PA system, spotlights

Penn Sheraton (HSMA)

See Advertisement, Page 153

Mellon Park Square (Phone: AT 1-7100)
Manager: Charles T. Carey
Director of Sales: E. H. Gallup, Jr.
Sales Manager: John F. Johnson
Convention Season: All year
Largest Group Accommodated: 1,500 (900 rooms and 35 suites available July and Aug.; 700 rooms and 35 suites available Sept. to July)
Air Conditioning: 1,000 bedrooms, all banquet halls
Convention Rates: Single: 8.50 to 11.00; Double: 11.50 to 14.00; Suites: 25.00 to 100.00
No. Mtg. Rms. & Capacity of Largest: 25 (1,300)
No. Banquet Rms. & Capacity of Largest: 25 (950)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Vary—according to number of sleeping rooms
Net Exhibit Space: 2,200 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, screens, blackboards
Stage: Available

Hotel Pittsburgher (HSMA)

428 Diamond St. (Phone: AT 1-6970)
Manager: Jos. F. Duddy
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 8.50; Double: 8.00 to 10.50; Suites: 24.50. European
No. Mtg. Rms. & Capacity of Largest: 5 (100)
No. Banquet Rms. & Capacity of Largest: 5 (100)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 9.00

Pick Roosevelt Hotel (HSMA)

See Advertisement, Page 82

Penn Ave. and 6th St. (Phone: AT 1-3700)
Manager: E. A. Leach
Sales Manager: Dean A. Phillips
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 16 suites available)
Air Conditioning: 250 Bedrooms, all banquet rooms

Convention Rates: Single: 6.25 to 9.25; Double: 9.50 to 12.50; Suites: 19.50 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel, except Sunday
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 10.00 per booth
Net Exhibit Space: Room for 20 6 x 6 ft. booths on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling

Sherwyn Hotel (HSMA)
212 Wood St. (Phone: Co 1-6600)
Manager: Andrew Gurchak
Sales Manager: John Mace
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 5 suites available)
Air Conditioning: 130 bedrooms, 6 banquet rooms
Convention Rates: Single: 6.00 to 10.50; Double: 9.00 to 14.00; Suites: 17.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 10 (300)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, screen, easel, blackboards
Stage: Available
Sports Facilities: Bowling alleys in hotel

Hotel Webster Hall (HSMA)
4415 Fifth Avenue (Phone: Mayflower 1-7700) (Telegraph PG 253)
Manager: Henry J. Huemrich
Sales Manager: Florence Rittinger
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 20 suites available)
Air Conditioning: 230 bedrooms, all banquet rooms
Convention Rates: Single: 6.75; Double: 9.50; Suites: 18.00
No. Mtg. Rms. & Capacity of Largest: 6 (900)
No. Banquet Rms. & Capacity of Largest: 6 (750)
Group Meal Rates: Breakfast: .55 to 1.25; Lunch: .85 to 1.50; Dinner: 2.00 to 4.00

No Competition For Attention

And everything to insure a perfect meeting on our 3500 acre estate atop the Poconos. Groups of 300 will find attractive meeting rooms, comfortable accommodations, superb bar and banquet service. All winter and summer sports. Only 100 miles from New York or Philadelphia.

Prospect 1-7827

POCONO MANOR
POCONO MANOR, PA.

JOHN M. CRANDALL, *General Manager*

Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 275.00
Charges for Exhibit Areas: 10.00 to 275.00
Net Exhibit Space: 11,600 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, 16mm projector, easels, blackboards, screens
Stage: Available

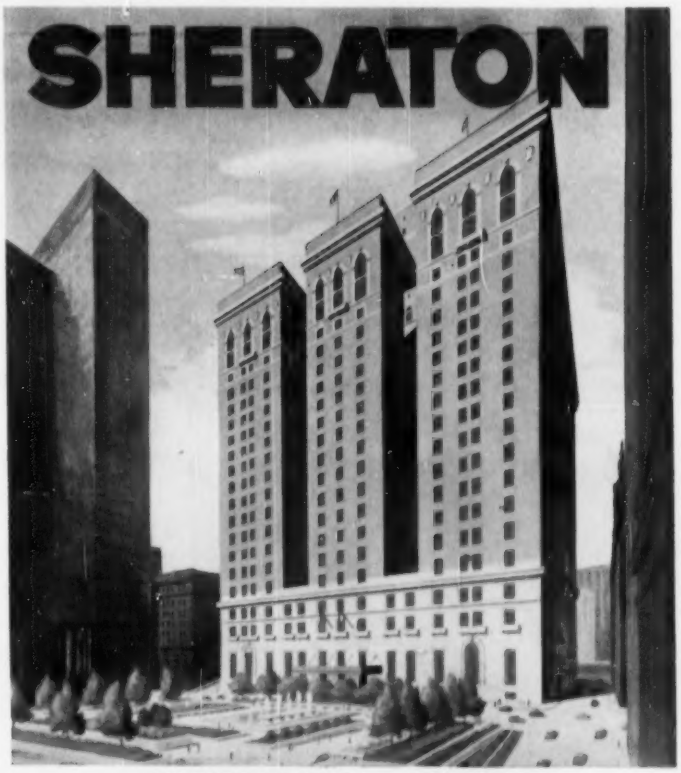
POCONO MANOR

Railroads: D. L. & W.

Pocono Manor Inn (HSMA)
See Advertisement, Page 153
(Phone: Mt. Pocono 3611)
Gen. Manager: John M. Crandall
Sales Manager: Betty J. Evans
Convention Season: All year—except July and August
Largest Group Accommodated: 400 (230 rooms available)
Convention Rates: Single: 19.00; Double: 32.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (325)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 2.36; Lunch: 3.59; Dinner: 4.62 includes tax and gratuity)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound and 2x2 slide projectors, blackboards, easels, lecterns
Stage: Available
Sports Facilities: Golf, horseback riding, tennis, putting course, scheduled trap shooting, swimming, boating, shuffleboard, horseshoes, bowling, ping pong, billiards

READING

Railroads: Penna.; Read.
Airlines: CAI, CAP, TWA



IN PITTSBURGH — IT'S THE
PENN-SHERATON
(FORMERLY THE WILLIAM PENN)

ON THE "GOLDEN TRIANGLE" facing Mellon Square, Pittsburgh's finest hotel. Now better than ever under Sheraton management. Accommodates groups up to 2,500 in air-conditioned splendor. 25 meeting rooms, every convention convenience.

1600 rooms — C. T. Carey, *General Manager*

SHERATON *the proudest name in* **HOTELS**

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

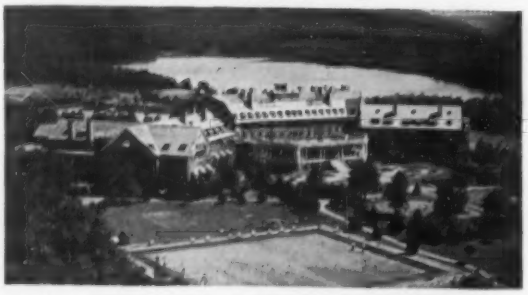
CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

PENNSYLVANIA
Reading continued

Abraham Lincoln Hotel (HSMA)
Fifth & Washington Sts. (Phone: FR 4-1121)
Manager: Francis H. Mills
Convention Season: All year
Largest Group Accommodated: 525 (175 rooms, 17 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 10.00; Double: 9.00 to 13.50; Suites: 18.50 to 33.00
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, easels, screens, blackboards
Stage: Available
Sports Facilities: Golf

WHY SKYTOP?

For executive meetings and top management groups Skytop Club, in the nearby Pocono Mountains, is the undisputed leader. This scenic 5500-acre estate provides complete isolation and every physical attribute for group meetings—10 to 300.



★ **Private club atmosphere, distinguished service**
★ **Easily accessible (only 100 mi. from N. Y. and Phila.)**
★ **Excellent meeting rooms, equipped with all professional requirements**
★ **Outstanding cuisine — private dining rooms**
★ **Superb facilities for relaxation and recreation, including 18 hole championship golf course**
★ **Beautifully appointed accommodations**

Write for Conference Booklet and complete details

SKYTOP CLUB ***Secluded in the Poconos***

BOX 30, SKYTOP, PENNA. • Wm. W. Malleson, Jr., *Gen. Mgr.*

SCRANTON

Railroads: J.C.; D. & H.; D.L. & W.; Erie; L. & W.V.; N.Y.O. & W.
Airlines: AAA, AAL, CAI, TWA

Hotel Jermyn
322 Spruce Street (Phone: DI-3-1181)
Manager: Mr. George P. McKeon
Convention Season: All year
Largest Group Accommodated: 390 (185 rooms, 3 suites available)
Air Conditioning: Some bedrooms, all banquet halls
Convention Rates: Single: 3.50 to 9.75; Double: 6.50 to 13.50; Suites: 20.00 to 22.00, European
No. Mtg. Rms. & Capacity of Larges: 6 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Net Exhibit Space: 46,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf course and bowling alleys nearby

SHAWNEE-ON-DELAWARE

Railroads: to Stroudsburg, E. Stroudsburg

Shawnee Inn (HSMA)
(Phone Stroudsburg 140)
Manager: Weldon S. Garrison
Sales Manager: Edgar A. Sweat
Convention Season: May, June, September and October
Largest Group Accommodated: 240 (120 rooms available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 24.00; Double: 36.00, American
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,698 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, 35mm and 16mm projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, boating

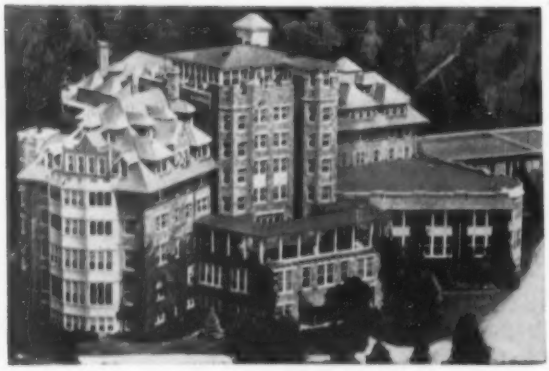
SKYTOP

Railroads: D. L. & W.
Airlines: served through Scranton

Skytop Club (HSMA)
See Advertisement, Page 154
(Phone: Cresco 7401)
Manager: Wm. W. Malleson, Jr.
Resident Manager: D. M. Biles
Convention Season: September through June
Largest Group Accommodated: 300 (190 rooms available)
Convention Rates: May, Sept. and Oct.—Single: 15.50 to 20.00; Double: 31.00 to 37.00; November to May—Single: 15.50 to 18.00; Double: 31.00 to 37.00, American
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.25; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: Handle small exhibits only, usually in meeting room
Audio-Visual Aids: PA system, spotlights, 35mm, 3½ x 4½, 2 x 2, 16mm projectors, screens, easels, blackboards
Stage: Available
Sports Facilities: Golf, riding, fishing, lawn bowling, tennis, putting greens, swimming, shuffleboard, archery, skiing, skating, tobogganing

UNIONTOWN

Railroads: Penna.; B. & O.



Plan Your Greatest Convention at GALEN HALL

One of America's foremost resorts, Galen has become the preferred location for many of the nation's leading conventions . . . High in the quaint Pennsylvania Dutch Mountainlands . . . Renowned for its Continental cuisine and superior accommodations . . . Galen combines the best of everything for a luxurious vacation and a successful convention . . . Two air-conditioned banquet halls; newest sound equipment; 6 meeting rooms, spacious exhibit areas. Excellent sports and social programs . . . Entertainment, dancing nightly . . . 2 Orchestras—latin and calypso rhythms . . . April to October . . . Write for booklet.

Galen Hall
Hotel and Country Club
Wernersville, Pa. • Sinking Springs 8011
Daniel Burack, Director

Easily reached: By Car: Just off Penna. Turnpike . . . by Air: TWA, Eastern, Capital Airlines . . . By train: Penna. R.R. to Lancaster.

CHAMPIONSHIP GOLF on Galen's beautiful 18-hole golf course — a golfer's paradise!

Summitt Hotel

(Phone: 88594)
Manager: Sam Stewart
Convention Season: May 1 to Nov. 1, except July and Aug.
Largest Group Accommodated: 200 (88 rooms available)
Convention Rates: Single: 14.00; Double: 24.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: 1.00 to 1.50; Lunch: 2.00; Dinner: 3.00 to 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projector
Stage: Available

WERNERSVILLE

Railroads: Read.

Galen Hall Hotel

See Advertisement, Page 154

(Phone: Sinking Spring ORchard 8-8011)
Manager: Daniel Burack
Sales Manager: Samuel Sopenoff
Convention Season: April 15 to Oct. 30
Largest Group Accommodated: 475 (285 rooms, 12 suites available)
Air Conditioning: 225 bedrooms, banquet rooms
Convention Rates: Single: 18.00 to 20.00; Double: 16.00 to 18.00; Suites: 20.00 to 25.00. July and Aug.—Single: 22.00 to 25.00; Double: 20.00 to 27.50; Suites: 25.00 to 32.50. American
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: 18-hole golf course, swimming pool, tennis, handball, game room

WHITE HAVEN

Railroads: L.V.; J.C.

Split Rock Lodge

See Advertisement, Page 6

(Phone: White Haven 4561)
Manager: Wm. D. Herrmann
Sales Manager: C. A. Rhoads
Convention Season: Sept. 16 to June 14
Largest Group Accommodated: 260 (43 rooms & 58 cottages available)
Convention Rates: Single: 15.00 to 18.00; Double: 26.00 to 30.00; Cottages: 28.00 to 54.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (70)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: 16mm projector, PA system, spotlights
Stage: 10' x 10'
Sports Facilities: Golf—18 miles distant

WILKES-BARRE

Railroads: J.C.; D. & H.; L.V.; Penna.; L. & W.V.
Airlines: AAA, AAL

Sterling Hotel

47 Market Street (Phone: VAlley 2-3131)
Manager: Stephen C. Finnen
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Air Conditioning: Banquet and meeting rooms, 90 bedrooms
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 1 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: From 10.00
Audio-Visual Aids: PA system, spotlights

YORK

Railroads: M. & P.; Penna.; W.M.

The Yorktowne Hotel

Market at Duke Street (Phone: York 82831)
Manager: Charles D. Klingler
Sales Manager: Robert R. Heathcote
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 9.50; Double: 8.50 to 13.50; Suites: 27.00 to 40.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,125 sq. ft.
Audio-Visual Aids: PA System, spotlights, screens
Stage: Available

RHODE ISLAND

PROVIDENCE

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL, NEA, UAL

Crown Hotel (HSMA)

208 Weybosset St. (Phone: De 1-8200)
Manager: George J. Sanker
Sales Manager: Robert McGrath
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms, 6 suites available)
Air Conditioning: Some bedrooms and banquet halls
Convention Rates: Single: 3.75 to 5.25; Double: 5.50 to 8.75; Suites: 16.75 to 39.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 150; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 6.00 up
Charges for Exhibit Areas: 6.00 up
Net Exhibit Space: 7,000 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, blackboards, screens
Stage: Available

Sheraton-Biltmore Hotel (HSMA)

See Advertisement, Page 155

11 Dorrance Street (Phone: GAspee 1-9200)
Manager: George Thomas Cullen
Sales Manager: James J. O'Halloran
Convention Season: All year
Largest Group Accommodated: 1,000 (460 rooms, 10 suites available)
Air Conditioning: 6 banquet and meeting rooms, 25% of bedrooms
Convention Rates: Single: 6.50; Double: 8.50; Triple: 9.50; Suites: 15.85 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA System, spotlights, blackboards, screens, easels
Stage: Available
Sports Facilities: 5 golf courses within 5 miles

SOUTH CAROLINA

CHARLESTON

Railroads: A.C.L.; So. Ry.; S.A.L.
Airlines: DAL, EAL, NAL

Hotel Fort Sumter (HCMA)

Manager: Van A. Bealer
Resident Manager: Robert Bouell
Convention Season: All year except Mar. 10 to April 15
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.25; Double: 9.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, raised dais
Sports Facilities: Golf, fishing, beaches

Francis Marion Hotel (HSMA)

King & Calhoun Sts. (Phone: 2-8831) (Telegraph: TWX-CS 335)
Manager: Frank M. (Pete) Woods
Sales Manager: W. E. Baty
Convention Season: All year
Largest Group Accommodated: 575 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 8.00 to 14.00; Suites: 12.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25% of booth space rate
Net Exhibit Space: 15,000, on four floors
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, swimming, fishing, sailing, hunting, tennis, horseback riding, bowling

COLUMBIA

Railroads: A.C.L.; S.A.L.; So. Ry.; C.N. & L.
Airlines: DAL, EAL

Hotel Columbia

1301 Gervais St. (Phone: Alpine 2214)
Manager: Jack Maynard
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.75 to 7.00; Double: 8.00 to 12.00; Suites: 22.00 up. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 2.50
Liquor: Packaged goods only
Audio-Visual Aids: PA system
Stage: Available

ANOTHER DISTINGUISHED SHERATON HOTEL

PROVIDENCE, R. I.

SHERATON-BILTMORE

Complete facilities for banquets or meetings of up to 500 persons. Closed circuit TV facilities. 10 function rooms. Special weekend convention rates. TV and radio in each room. Excellent transportation facilities. Four air-conditioned restaurants.

500 rooms
GEORGE THOMAS CULLEN
General Manager

SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
DINGMAN'S
ST. LOUIS
OMAHA
MINNEAPOLIS
DALLAS
Sheraton-Plaza
NEW YORK
AKRON
BIRMINGHAM
FRESNO (Cal.)
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

SOUTH CAROLINA

Columbia continued

Hotel Wade Hampton

See Advertisement, Page 164

1201 Main Street (Phone: ALpine 6-4361; Teletype CO 7149)
Manager: David T. Miles
Convention Season: All year
Largest Group Accommodated: 600 (264 rooms, 23 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.75 to 9.00; Double: 6.50 to 12.00; Suites: 18.00 to 23.00
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (735)
Group Meal Rates: Breakfast: .65; Lunch: 1.00; Dinner: 1.50
Liquor: Served but not sold
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 9,734 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: Blackboards, screens, PA system, spotlights
Stage: Available

GREENVILLE

Railroads: So. Ry.; P. & N.; C. & W.C.; G. & N.
Airlines: DAL, EAL, SOU

Poinsett Hotel

South Main St. (Phone: 3-6211)
Manager: J. Mason Alexander
Convention Season: All year
Largest Group Accommodated: 325 (175 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50; Double: 9.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 3 (325)
No. Banquet Rms. & Capacity of Largest: 3 (325)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Package store only
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, fishing, tennis, hunting, golf

MYRTLE BEACH

Railroads: A.C.L.
Airlines: PAI

Ocean Forest Hotel

See Advertisement, Page 86

(Phone: 2051)
Manager: Rush Strayer
Convention Season: May through Sept.
Largest Group Accommodated: 350 (200 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00 to 16.00; Double: 28.00 to 32.00; Suites: 43.00 to 47.00. American
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 8mm. and 16mm. projectors, screens, PA system, spotlights
Stage: Available
Sports Facilities: Outdoor swimming pool, tennis private beach, shuffleboard, volley ball, fishing

SOUTH DAKOTA

Sheraton-Johnson Hotel

See Advertisement, Page 156

523 6th St. (Phone: FIllmore 2-1210)
Manager: Ben C. Amsden
Largest Group Accommodated: (250 rooms available)
Convention Rates: Single: 4.50-6.00; Double: 7.50-10.50; Suites: 15.00-20.00
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Liquor: Served in hotel
Audio-Visual Aids: PA System, Spotlights

SIOUX FALLS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Ill. Cent.; C. & N.W.L.
Airlines: BNF, NOR, WAL

AUDITORIUM

Sioux Falls Coliseum

501 N. Main Ave. (Phone: 8-5531)
Manager: Allan P. Aker
Exhibit Areas: Annex, 22,400 sq. ft.; Auditorium, 10,000 sq. ft.; Armory, 5,000 sq. ft.
Rental Fees and Services: $250. per day; janitor service, light and heat
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 25 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Truck door opening
Columns: None
Utilities: Gas, electricity
Meeting Rooms and Capacities: Auditorium, 2,300; three smaller rooms, 50
Facilities for Food Function and Banquet Capacity: Can serve banquets up to 1,500
Parking Facilities: City parking across from building
Distance from Business District: Two blocks

Sheraton-Cataract Hotel (HSMA)

See Advertisement, Page 156

106 West 9th (Phone: 4-6031; Teletype SX 8377)
Manager: Don Cork
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.50; Double: 8.00 to 15.00; Suites: 20.00 to 25.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (375)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 2,900 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

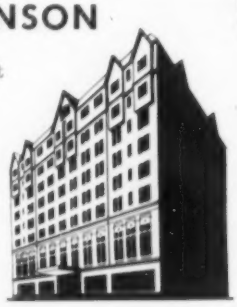
IN RAPID CITY, S. D.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-JOHNSON

South Dakota's largest and finest hotel. Located in the scenic and vacation country of the Black Hills. Resort atmosphere. Attractive new rooms, Cocktail Lounge. Free TV and radio in every room. All function rooms air-conditioned. Facilities for meetings of groups from 15 to 350.

BEN C. AMSDEN
General Manager



SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

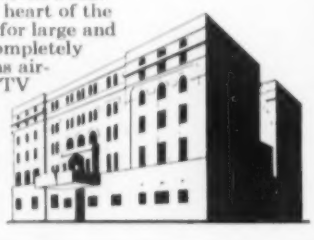
IN SIOUX FALLS, S. D.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-CATARACT

The convention hotel in Sioux Falls. Centrally located in the heart of the city. Excellent facilities for large and small meetings. Hotel completely modernized. Many rooms air-conditioned. Radio and TV in all rooms. Delightful Cocktail Lounge and Coffee Shop. Private function rooms for meetings of 60 to 450.

DONALD CORK
General Manager



SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

TENNESSEE

CHATTANOOGA

Railroads: C. of Ga.; N.C. & St. L.; A.G. So.; C.N.O. & T.P.; T.A. & G.; So. Ry.
Airlines: BNF, CAP, DAL, EAL

CONVENTION BUREAU

Chattanooga Convention & Visitors Bureau
819 Broad St. (2)
Thomas J. Boylan, Executive Director

AUDITORIUM

Memorial Auditorium

Manager: Tommy C. Thompson
Exhibit Areas: Mall Hall, 13,000 sq. ft.; stage, 800 sq. ft.; Wheland Hall, 1,500 sq. ft.
399 McCallie Ave. (Phone 6-8837)

Rental Fees and Services: $300 per day includes janitor service, heat and light
Floor Load: Ample
Ceiling Height: 50 ft. **PA System:** $50 per day for set and operator
Elevators and Capacities: Freight elevator to Main Hall, 6,000 lbs.
Columns: None
Utilities: AC current
Loading Facilities: Large truck can use elevator to unload on exhibit floor
Storage Areas: Basement, 500 sq. ft.; stage, 800 sq. ft.
Meeting Rooms and Capacities: Three, 200 capacity; plus 12 large dressing rooms—some can be used for small meetings
Facilities for Food Functions: None
Parking Facilities: Garage in basement; large lots across street, 1,000 cars
Distance from Business District: Two blocks

Patten Hotel

1 E. 11th St. (Phone: AM-6-2141)
Manager: J. Garnett Andrews
Sales Manager: Charles R. Newsom
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 5.00; Double: 7.00; Suites: 12.50
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, screens, strip and slide projectors
Stage: Available

The Read House

Broad, 9th, Chestnut (AMherst 6-4121 Teletype CT 7094)
Manager: Albert Crouch
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 15.00; Suites: 20.00 to 30.00; Studio rooms: 10.00 plus 3% state sales tax. European
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 12 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00 plus 3% sales tax
Liquor: Package store only
Charges for Mtg. Rms.: 10.00 to 25.00
Charges for Exhibit Areas: Basis of 25% of gross revenue
Net Exhibit Space: About 50 six-foot booths on two floors, partially included in meeting space
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

GATLINBURG

Railroads: L. & N.; So. Ry.—to Knoxville
Airlines: Served through Knoxville

Mountain View Hotel

(Phone: 384)
Manager: Tom Woods
Convention Season: Nov. 1 to June 1, September
Largest Group Accommodated: 250 (100 rooms available)
Air Conditioning: One banquet and meeting room, some bedrooms
Convention Rates: Single: 11.00 to 12.00; Double: 16.00 to 21.00; Suites: from 30.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 4 (275)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Not served in hotel
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projectors, screen
Stage: Available
Sports Facilities: Shuffleboard, ping pong, tennis, horseback riding, fishing, 18-hole golf course

LOOKOUT MOUNTAIN

Castle in The Clouds

See Advertisement, Page 157

(Phone: VErnon 1-2545)
Manager: Jack M. Slone
Convention Season: May thru September
Largest Group Accommodated: 350 (150 rooms available)
Convention Rates: Single: 18.50-24.50 per person; Double: 12.50-20.00 per person. American
No. Mtg. Rms. & Capacity of aLrgest: 5 (550)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, swimming, archery, shu eboard, putting greens, horseback riding, horseshoes, badminton

MEMPHIS

Railroads: C.R.I. & P.; Frisco; G.M. & O.; I.C.; L. & N.; Mo. Pac.; N.C. & St. L.; St. L.S.W.; So. Ry.; Union
Airlines: AAL, BNF, CAP, DAL, EAL, SOU, TTA

CONVENTION BUREAU

Memphis Convention Bureau
P.O. Box 224
Donald M. Wilkins, Director

AUDITORIUMS

Memphis Municipal Auditorium

Main and Poplar Sts. (Phone: JA 7-5443)

Manager: Chauncey Barbour
Exhibit Areas: 50,000 sq. ft., plus approx. 43,000 in new halls to be completed in 1958
Rental Fees: On application
Floor Load: 400 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: 68 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 18 ft.
Elevators and Capacities: Three, 3,000 lbs., one large addition to be completed in 1958
Columns: None
Utilities: AC and DC current, water, gas, sewage
Loading Facilities: Railroad one block from building
Storage Areas: Ample
Meeting Rooms and Capacities: 11, 80 to 200 persons; main floor, 2,000; balconies, 6,000
Facilities for Food Functions: In 1958 will have complete kitchen for caterers to use in serving
Parking Facilities: Available
Distance from Business District: Four blocks

THE WORLD'S AT YOUR FEET!

When You Convene at Castle In The Clouds

An unusual resort hotel with food, service, and accommodations matching the grandeur of a view encompassing seven states.

CASTLE IN THE CLOUDS offers so much for your relaxation...
Swimming Pool • Scenic mountain bridle paths
Tennis • Archery • Golf • Shuffleboard
Battle-ground Hiking Trails • Putting Greens

PLUS OUTSTANDING CONVENTION FACILITIES
Seven Meeting Rooms—largest seating more than 500...
King Arthur's Roundtable—perfect for conferences of 20 to 40...dining indoors or out...newly furnished comfortable accommodations for groups to 350.

IDEAL LOCATION...Convenient to Chattanooga, served by:
Five Scheduled Airlines • More than 40 Daily Flights
Braniff • Capitol • Delta • Eastern • Southeast
(Charter and Sightseeing Flights also available)
Two Railways • *Southern • NC & St. L* • 16 trains daily
Complimentary Station Wagon Service to and from Hotel

OPEN MAY TO OCTOBER
AMERICAN PLAN

Castle IN THE CLOUDS
RESORT HOTEL
atop Historic Lookout Mountain ▼ **JACK M. SLONE,** *President*

Address: LOOKOUT MOUNTAIN, TENNESSEE • Winter Address: 308 ROPER BLDG., MIAMI, FLORIDA

TENNESSEE

Memphis continued

Ellis Auditorium
74 Poplar Ave.
Manager: Chauncey Barbour
Exhibit Areas: North Hall, 15,000 sq. ft.; West Hall, 12,122 sq. ft.; three new halls to be completed in 1958
Rental Fees: On application
Ventilation: Air conditioned
Ceiling Height: North Hall, 90 ft.; West Hall, 18 ft.
PA System: All halls
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.
Elevators: One, from basement to main floor
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Exhibit halls at street level
Storage Areas: 3,456 sq. ft.
Meeting Rooms and Capacities: Two 20 ft. by 20 ft.; 23 dressing rooms; Concert Hall, capacity 2,500
Facilities for Food Functions: Kitchen facilities to be completed in 1958
Parking Facilities: Good
Distance from Business District: Two blocks

Hotel Claridge (HSMA)
See Advertisement, Page 158
Main at Adams (Phone: JA 5-2511)
Manager: Scott J. Stewart
Sales Manager: Roy Moore
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 7.50 to 12.00; Suites: 12.00 to 50.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.75
Liquor: By bottle only
Charges for Mtg. Rms.: 5.00 to 25.00
Charges for Exhibit Areas: 40.00 to 150.00
Net Exhibit Space: 3,200 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, all types of projectors, closed-circuit TV
Stage: Available
Sports Facilities: Golf

Gayoso Hotel
139 S. Main
Manager: Lou Ervin
Sales Manager: George Anderson
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms and 5 suites available)
Convention Rates: Single: from 5.00; Double: from 7.00; Suites: from 18.00
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.00
Liquor: Not served in hotel, but liquor store is in lobby
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 4,200 sq. ft. on one floor
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Available

Hotel King Cotton
69 Jefferson Street (Phone: JA 6-5883; Teletype: ME 281 X)
Manager: A. P. Pickens
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.75 to 8.75; Double: 6.75; Suites: 26.50
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (750)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Beer served only
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 13,647 sq. ft. not on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, blackboards
Stage: Available

Peabody Hotel (HSMA)
Union bet. 2nd & 3rd Sts. (Phone: JAckson 6-7766)
Manager: Tom J. McGinn
Sales Manager: William A. Hendricks
Convention Season: All year
Largest Group Accommodated: 625 (400 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50 to 12.00; Double: 7.00 to 16.00; Suites: 19.00 to 36.00
No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
No. Banquet Rms. & Capacity of Largest: 14 (900)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Package stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 38,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, tennis, fishing, boating, swimming

NASHVILLE

Railroads: L. & N.; N.C. & St. L.; T.C.; N.F.
Airlines: AAL, BNF, EAL, OZA

Dinkler-Andrew Jackson Hotel (HSMA)
See Advertisement, Page 75
314 Sixth Avenue, N. (Phone: Alpin 5-2121)
Manager: Leon Womble
Sales Manager: Dorothy Baumgartner
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 8.50; Double: 7.00 to 10.50; Twins: 10.00 to 14.00; Suites: 14.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Liquor store
Charges for Mtg. Rms.: Nominal; none if meals are served
Charges for Exhibit Area: Yes
Net Exhibit Space: 5,564 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights, all types of film projectors
Stage: Available

Hotel Hermitage (HSMA)
6th and Union (Phone: Alpine 6-2161; Telegraph: TWX NV180)
Manager: Richard R. Hall
Sales Manager: Richard R. Hall
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 7.50 to 12.00; Suites: 15.00 to 40.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Depends on extent of space, guest rooms utilized
Net Exhibit Space: 7,368 on one floor; about 50% included in meeting areas
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and slide projectors, Closed-circuit TV loop
Stage: Available

The Maxwell House
4th & Church St. (Phone: Alpine 5-2112)
Manager: Woody Wilson
Sales Manager: Mrs. A. H. Mizell
Convention Season: All year
Largest Group Accommodated: 150 (70 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 4.75; Double: from 7.00; Suites: 15.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.25
Liquor: Mixing bar in cocktail lounge
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screens, wired for closed-circuit TV
Stage: Available
Sports Facilities: Golf courses within three miles

Sam Davis Hotel (HSMA)
132 7th Ave. N. (Phone: AL 6-4673)
Manager: Russell Nichol
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Air Conditioning: 100 bedrooms, banquet halls
Convention Rates: Single: 5.00 to 6.50; Double: 7.00 to 9.00
No. Mtg. Rms. & Capacity of Largest: 2 (75)
No. Banquet Rms. & Capacity of Largest: 2 (60)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 600 sq. ft. included in meeting areas

TEXAS

AUSTIN

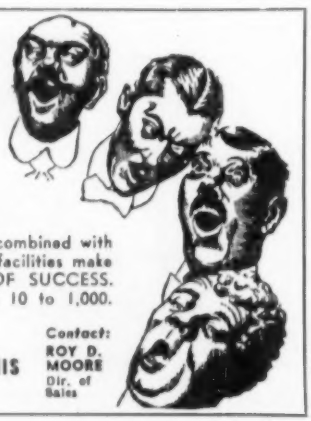
Railroads: S.P.; M.P.; M.K. & T.
Airlines: BNF, CAL, TTA

Commodore Perry Hotel
8th & Brazos Sts. (Phone: GR 6-6461)
Manager: Nelson R. Thornton
Convention Season: All year
Largest Group Accommodated: 350 (250 rooms, 35 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 8.00; Double: 8.00 to 10.00; Suites: 15.00 to 45.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

Driskill Hotel
117 East 7th St. (Phone: GReenwood 63501) (Teletype AZ-43)
Manager: Bob Ross

CONVENTION HARMONY

Is Our Specialty!



Efficient supervision and assistance, harmoniously combined with adequate, modern meeting rooms and complete facilities make conventions at the Claridge a SYMPHONY OF SUCCESS. Meeting and banquet facilities for groups from 10 to 1,000. Write for Convention brochure and floor plans.

HOTEL CLARIDGE, MEMPHIS
100% Air Conditioned • 400 Guest Rooms

Contact: ROY D. MOORE Dir. of Sales

TEXAS

Austin continued

Convention Season: All year
Largest Group Accommodated: 288 (250 rooms, 33 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 7.50; Double: 7.50 to 12.50; Suites: 14.00 to 75.00
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.00 up
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if headquarters
Audio-Visual Aids: PA system, spotlights, screens, tape recorder
Stage: Available

Stephen F. Austin Hotel

See Advertisement, Page 165

Congress at 7th St. (Phone: 64361)
Manager: John Powell
Sales Manager: Jimmy McMillan
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 4.50; Double: from 7.00; Suites from 10.50
No. Mtg. Rms. & Capacity of Largest: 5 (1,200)
No. Banquet Rms. & Capacity of Largest: 5 (900)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 2.00; Dinner: from 2.50
Liquor: Package store
Charges for Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

BANDERA

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: AAL, EAL, BNF, CAL, TTA
Limousine and bus service from San Antonio

Flying L. Ranch

(Phone: 6-3721)
Manager: Mark A. Chism
Convention Season: All year
Largest Group Accommodated: 50 (24 suites available)
Air Conditioning: 14 bedrooms, banquet and meeting rooms
Convention Rates: Single: 15.00; Double: 12.50. American
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms. & Capacity of Largest: 1 (75)
Liquor: Beer only; guests may bring own drinks
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,148 sq. ft. on one floor
Sports Facilities: Golf course four miles away

BEAUMONT

Railroads: So. Pac.; Mo. Pac.; G.C. & Sante Fe; K.C. So.
Airlines: DAL, EAL, TTA

Hotel Beaumont

Orleans at Fannin (Phone: Te 3-7411)
Manager: Robert C. Schieble
Sales Manager: Mary C. Leicht
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 7.00 to 12.00; Suites: 15.00 to 55.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: In private parties; no public bars
Charges for Mtg. Rms.: None
Net Exhibit Space: Cannot handle exhibits except in very small way
Audio-Visual Aids: PA system, spotlights, projectors available rental basis, movie screens, blackboards
Stage: Available

Edwards Hotel

See Advertisement, Page 159

Pearl & Wall Sts. (Phone: TE 3-8611)

Manager: Dan Hudson
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 6 suites available)
Air Conditioning: Banquet rooms, 200 bedrooms
Convention Rates: Single: 5.00-10.00; Double: 7.00-12.00; Suites: 12.00-15.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (450)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Package goods available
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, fishing, boating

BROWNWOOD

Railroads: G.C. & Santa Fe
Airlines: TTA

Hotel Brownwood

See Advertisement, Page 165

Fisk & Baker (Phone: 2656)

Manager: J. H. Heath
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 4 suites available)
Convention Rates: Single: from 3.50; Double: from 5.00; Suites: from 11.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: .60 to 1.50; Lunch: from .75; Dinner: from 1.25
Liquor Not served in hotel
Air Conditioning: Banquet and meeting rooms 126 bedrooms
Net Exhibit Space: 7,800 sq. ft.
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Golf

CORPUS CHRISTI

Railroads: S.P.; M.P.; Texas-Mex.
Airlines: EAL, BNF

AUDITORIUM

Memorial Coliseum's Exposition Hall

Shoreline Drive (Phone: TUlip 4-8227)

Manager: Margery Brown
Exhibit Areas: Exposition Hall, 30,000; Coliseum Arena, 30,000; Coliseum Concourse, 15,000
Rental Fees and Services Included in Rent: Exposition Hall, $87.50 to $175; Coliseum $262.50 to $437.50 per day.
Ventilation: Exposition Hall, air conditioned; Coliseum, fans
Ceiling Height: Exposition Hall, 11'6"; Coliseum, 41'6"
PA System: Yes
Dimensions, Opening to Exhibit Hall: 11' height, 24' width
Columns: Exposition Hall, 24' centers; Coliseum, no posts
Loading Facilities: Hydraulic lift
Meeting Rooms and Capacities: Three, up to 100 persons; Coliseum capacity, 6,500; Exposition Hall, 2,000
Facilities for Food Functions: Banquets up to 2,000
Parking Facilities: 1,200 cars
Distance from Business District: 2 miles

Mayflower Motor Hotel

See Advertisement, Page 159

1601 Shoreline Blvd. (Phone: TUlip 3-3520)
Manager: Harry Cole
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 100 suites available)

now being completely remodel-ed • ready early in 1958

Corpus Christi Invites You . . .

Queen City of the Tropical Texas Coast . . . Bay and Water Playground at Front Door

- Excellent Municipal Facilities
- Ample Resort Type Hotel and Motel Accommodations
- Ideal Recreation Features

Sightseeing — swimming — boating — fishing on bay or Gulf waters and 75-mile tropical coastal bend country . . . 150 miles to Old Mexico.

Write for literature — 23-min. Color Film (16 mm) available

Corpus Christi Hotel Association

Sales Manager's Office
P. O. Box 1478
Corpus Christi, Texas

TEXAS

Corpus Christi continued

Air Conditioning: Yes
Convention Rates: Single: 7.50 to 10.00; Double: 9.00 to 20.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Bottle club
Charges for Mtg. Rms.: 15.00
Charges for Exhibit Areas: None
Audio-Visual Aids: Film projector, PA system, spotlights
Sports Facilities: Swimming pool, fishing, boating

Robert Driscoll Hotel

See Advertisement, Page 159

Upper Broadway (Phone: TU 2-3331)
Manager: H. G. Morrison
Sales Manager: Wm. H. Furlong
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 15 suites available)
Air Conditioning: Yes
Convention Rates: Single: 7.00-12.00; Double: 7.00-14.00; Suites: 30.00-60.00
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Package store
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: Can arrange rental of any equipment, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming, fishing, boating

Nueces Hotel

See Advertisement, Page 159

604 North Chaparral (Phone: TU 3-4331)
Manager: J. A. Mewmaw
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 5 suites available)
Air Conditioning: Banquet rooms, 75% of bedrooms
Convention Rates: Single: 4.00 to 6.00; Double: 6.50 to 7.50; Suites: 15.00 to 17.50
No. Mtg. Rms. & Capacity of Largest: 8 (175)
No. Banquet Rms. & Capacity of Largest: 8 (175)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Package store only
Charges for Mtg. Rms.: 15.00 to 60.00 per day
Charges for Exhibit Areas: 15.00 to 60.00 per day
Net Exhibit Space: 2,280 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Fishing, swimming, watersports, golf, boating

Princess Louise

See Advertisement, Page 159

100 N. Water St. (Phone: TU 4-5511)
Manager: Leslie H. Greer
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 6 suites available)
Air Conditioning: Yes
Convention Rates: Single: 4.00-7.00; Double: 5.00-9.00; Suites: 10.00-18.00
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.25; Dinner: 1.75
Liquor: Not served in hotel
Charges for Mtg. Rms.: Yes
Net Exhibit Space: 300 sq. ft. all on one floor
Sports Facilities: Water sports, swimming, boating

Tally-Ho-Motor Hotel

See Advertisement, Page 159

3901 Highway 9 (Phone: TUlip 4-8885)
Manager: H. G. Marston
Sales Manager: H. O. Wood
Convention Season: All year
Largest Group Accommodated: 275 (100 rooms, 5 suites available)
Air Conditioning: Yes
Convention Rates: Single: 7.00 to 10.50; Double: 8.50 to 13.50; Suites: 14.50 to 28.00
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Yes (package store)
Charges for Mtg. Rms.: 15.00 per day
Audio-Visual Aids: Slide projector available, PA system, spotlights
Sports Facilities: Swimming pool

Trade Winds Motor Hotel

See Advertisement, Page 159

5901 Highway 9 (Phone: TUlip 3-9266)
Manager: Carl Hurlburt
Convention Season: Sept. through May
Largest Group Accommodated: 146 (101 rooms, 5 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-8.50; Double: 9.00-12.50; Suites: 25.00-37.50
No. Mtg. Rms. & Capacity of Largest: 2 (75)
No. Banquet Rms. & Capacity of Largest: 2 (75)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Private parties only
Charges for Mtg. Rms.: 10.00 to 15.00
Charges for Exhibit Areas: 10.00 to 15.00
Net Exhibit Space: 1,500 sq. ft. all on one floor
Audio-Visual Aids: None
Stage: Yes
Sports Facilities: Swimming pool

White Plaza Hotel

See Advertisement, Page 159

600 Leopard Street (Phone: TU 4-5221)
Manager: Jack DeForrest
Sales Manager: Dick Ingram
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 6 suites available)
Air Conditioning: All banquet halls, except deck, all bedrooms
Convention Rates: Single: 5.00 to 6.00; Double: 6.50 to 9.00; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Only sold in bottles
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 60' x 30'
Audio-Visual Aids: Available through rental agencies; PA system
Stage: Yes
Sports Facilities: Swimming pool

Outstanding Convention Address
in the Southwest

HOTEL ADOLPHUS

Summary of Convention and Meeting Facilities

ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G	Mezzanine	75	65	682

*Connecting

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

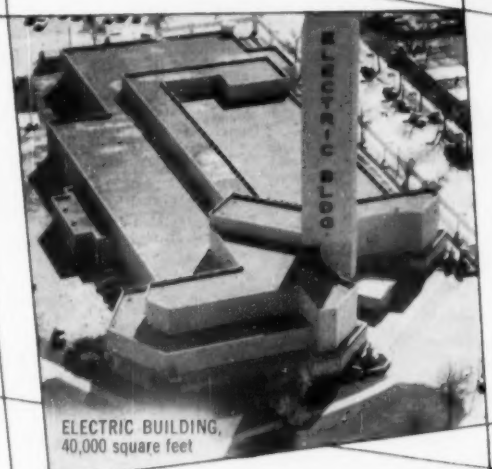
HOTEL ADOLPHUS

FRED BROWN, *Director of Sales*
GEORGE H. SMITH, *Sales Manager*

H. H. "ANDY" ANDERSON, *Managing Director* Dallas 1, Texas

Completely Air Conditioned • Connecting Garage for 600 Cars • TWX DL 511 • Phone RIverside 7-6411

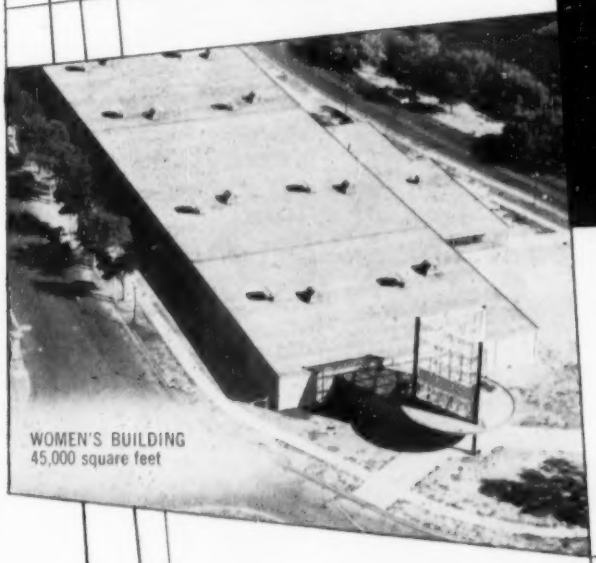
AUTOMOBILE BUILDING, 85,000 square feet



ELECTRIC BUILDING, 40,000 square feet

AGRICULTURE BUILDING 23,000 square feet

VARIED INDUSTRIES BUILDING 55,000 square feet



WOMEN'S BUILDING 45,000 square feet

STATE FAIR PARK

Centrally located just 10 minutes from downtown Dallas

offering

- GROUND LEVEL FACILITIES for any size convention or trade show
- ACCESS TO 3 AUDITORIUMS seating from 200 to 4,000 for lecture demonstrations
- ADEQUATE LOADING FACILITIES and free parking space
- REASONABLE RENTALS

For details, write Sales Department, State Fair of Texas, P. O. Box 7755, Dallas 26, Texas.

GENERAL EXHIBITS BUILDING, 94,000 square feet

DALLAS

Railroads: C.R.I. & P.; G.C. & S. Fe; M.K. & T.; D.C.; Frisco; T.E.; S.P.; L. & A.
Airlines: AAL, BNF, CEN, CAL, DAL, TTA

CONVENTION BUREAU

Convention Department
1101 Commerce St.
Z. E. Black, Manager

AUDITORIUMS

Dallas Memorial Auditorium

717 S. Akard St. (Phone: RIverside 1-9711)
Manager: W. W. Vanderslice
Exhibit Areas: Main area, 51,750; Auxiliary area, 23,120
Rental Fees and Service Included in Rent: 25c per sq. ft. of net space used in booths, includes normal utility and janitor service
Floor Load: Arena, 150 lbs. per sq. ft.; basement, unlimited
Ventilation: Completely air conditioned
Ceiling Heights: 11' 8" to 12'
PA System: Yes
Dimensions, Opening to Exhibit Hall: 24' wide, 12' height
Elevator and Capacities: One service elevator
Current and Utilities Available: Two 110 and two 220 outlet load on each column plus others
Meeting Rooms and Capacities: 10 rooms 40 to 875
Facilities for Food Functions: Catering only
Parking Facilities: 1,000 cars
Distance from Business District: 3 blocks from major hotels

State Fair Park

See Advertisement, Page 161

P.O. Box 7755 (Phone: TAylor 3-9931)
Manager: James H. Stewart
Exhibit Areas: Total 342,300 sq. ft.; (1) 94,000; (2) 85,000; (3) 55,000; (4) 45,300; (5) 40,000; (6) 23,000
Rental Fees and Services: On request
Floor Load: Unlimited
Ceiling Height: Varies, 12 to 35 ft. **PA System:** Available
Ventilation: Some air conditioned
Dimensions, Opening to Exhibit Hall: Truck entrance to all halls
Utilities: Complete service in all halls
Loading Facilities: Floor levels; railroad siding on grounds
Storage Areas: Ample
Meeting Rooms and Capacities: Flexible, three auditoriums available
Facilities for Food Function and Banquet Capacity: Can serve up to 5,000 at banquet
Parking Facilities: 12,000 cars, free
Distance from Business District: 10 minutes

Hotel Adolphus (HSMA)

See Advertisement, Page 160

Commerce & Akard Sts. (Phone: RI 7-6411)
Managing Director: H. H. (Andy) Anderson
Director of Sales: Fred Brown
Convention Season: All year
Largest Group Accommodated: 1,000 (800 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 11.00; Double: 8.00 to 14.00; Suites: 20.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 14 (1,400)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Private parties only
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 14,540 on one floor
Audio-Visual Aids: PA system, spotlights, all types of projectors
Stage: Available

The Baker Hotel (HSMA)

See Advertisement, Page 162

Corner Commerce & Akard Sts. (Phone: RI 8-1471)
Manager: Raymond F. Hall
Sales Manager: Ligon Smith
Convention Season: All year
Largest Group Accommodated: 600 (450 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 11.00; Double: 7.00 to 14.00; Suites: from 23.00. (Special dormitory rates for large groups.)
No. Mtg. Rms. & Capacity of Largest: 14 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.50
Liquor: Package store only
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available
Sports Facilities: Golf within 4 miles

Hotel Dallas

312 S. Houston (Phone: Riverside 2-6101; Teletype: DL-1089)
Manager: Elmer F. Hier
Convention Season: All year
Largest Group Accommodated: 900 (350 rooms, 5 suites available)
Air Conditioning: 264 bedrooms, banquet halls
Convention Rates: Single: 5.00 to 8.00; Double: 6.00 to 10.00; Suites: 15.00 to 32.50. European
No. Mtg. Rms. & Capacity of Largest: 7 (550)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Beer, wine
Charges for Mtg. Rms.: 7.50 to 150.00
Charges for Exhibit Areas: Yes
Net Exhibit Space: 8,000 sq. ft. not on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Available

Sheraton-Dallas

See Advertisement, Page 163

1416 Commerce St. (Phone: RIverside 1-5622)
Sales Manager: L. Ray Dieterich
Convention Season: All year
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 8 (2,522)
No. Banquet Rms. & Capacity of Largest: 8 (1,870)
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Yes

The Statler Hilton (HSMA)

See Advertisement, Page 18

1900 Commerce St.
Gen. Manager: Joseph A. Harper
Sales Manager: Leon A. Nowak, Jr.
Convention Season: All year
Largest Group Accommodated: 2,000 (600 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 13.00; Double: 10.00 to 16.00; Suites: 20.00 to 65.00

It's a natural! "11" *meeting rooms on one floor arranged for maximum convenience.*

An Affiliated National Hotel

The Baker Hotel, ideally located in the heart of cosmopolitan Dallas, gives you unexcelled convention facilities and will enable your convention to function smoothly and efficiently.

English Room—dining, 85—meeting, 125
Tally-Ho Room—dining, 45—meeting, 50
Camellia Room—dining, 35—meeting, 40
Rooms, 1-2-3—dining, 135—meeting, 150
Each room individually will accommodate 45 for dining and 50 for meetings
Room 4—dining, 30—meeting, 40
Room 5—dining, 50—meeting, 50
Crystal Ballroom and Lounge—dining, 1,300—meeting, 1,500
Texas Room—dining, 185—meeting, 225

Completely air conditioned
Drive-in Motor Lobby
TV and radios • Central Location

AFFILIATED NATIONAL HOTELS
AIR CONDITIONED
TELEVISION
RADIOS

ALABAMA: Mobile—the Admiral Semmes; **Birmingham**—the Thomas Jefferson. **WASHINGTON, D. C.**—the Washington. **INDIANA: Indianapolis**—the Claypool. **LOUISIANA: New Orleans**—the Jung and the De Soto. **NEBRASKA: Omaha**—the Paxton. **NEW MEXICO: Clovis**—the Clovis. **SOUTH CAROLINA: Columbia**—the Wade Hampton.
TEXAS: Austin—the Stephen F. Austin; **Brownwood**—the Brownwood; **Dallas**—the Baker and the Travis; **El Paso**—the Cortez; **Galveston**—the Buccaneer, Galvez, Seahorse, Jean Lafitte and Coronado Court; **Laredo**—the Plaza; **Lubbock**—the Lubbock; **Marlin**—the Falls; **San Angelo**—the Cactus; **San Antonio**—the Menger and the Angeles Courts. **VIRGINIA: Mountain Lake**—the Mountain Lake; **Norfolk**—the Monticello.

OFFICES:

New York	CIrcle 7-6940
Chicago	MOhawk 4-5100
Mexico City	46-98-92
Washington	EXecutive 3-6481
Cleveland	PRospect 1-7827
Galveston	SOuthfield 5-8536

Free Inter Hotel Teletype Reservation Service

SHERATON

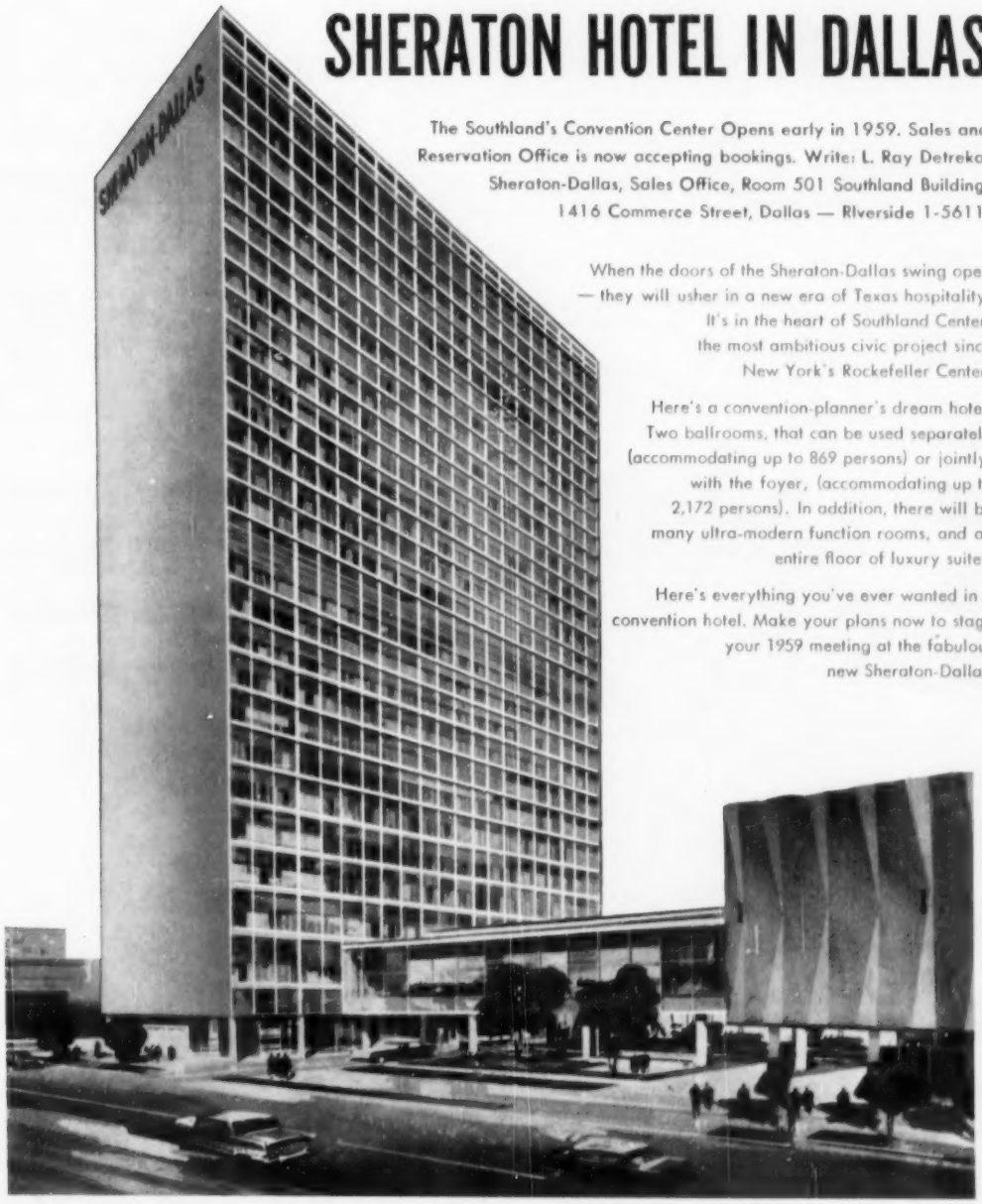
MAKE RESERVATIONS NOW FOR THE MAGNIFICENT NEW SHERATON HOTEL IN DALLAS

The Southland's Convention Center Opens early in 1959. Sales and Reservation Office is now accepting bookings. Write: L. Ray Detreka, Sheraton-Dallas, Sales Office, Room 501 Southland Building, 1416 Commerce Street, Dallas — RIverside 1-5611.

When the doors of the Sheraton-Dallas swing open — they will usher in a new era of Texas hospitality. It's in the heart of Southland Center, the most ambitious civic project since New York's Rockefeller Center.

Here's a convention-planner's dream hotel. Two ballrooms, that can be used separately (accommodating up to 869 persons) or jointly, with the foyer, (accommodating up to 2,172 persons). In addition, there will be many ultra-modern function rooms, and an entire floor of luxury suites.

Here's everything you've ever wanted in a convention hotel. Make your plans now to stage your 1959 meeting at the fabulous new Sheraton-Dallas.



For Direct-Line Teletype reservations at any Sheraton Hotel call the Sheraton nearest you.

EASTERN DIV.

NEW YORK
Park-Sheraton
Sheraton-Astor
Sheraton-McAlpin
Sheraton-Russell

BOSTON
Sheraton-Plaza

WASHINGTON
Sheraton-Carlton
Sheraton-Park

PITTSBURGH
Penn-Sheraton

BALTIMORE
Sheraton-Belvedere

PHILADELPHIA
Sheraton Hotel

PROVIDENCE
Sheraton-Biltmore

SPRINGFIELD, Mass.
Sheraton-Kimball

ALBANY
Sheraton-Ten Eyck

ROCHESTER
Sheraton Hotel

BUFFALO
Sheraton Hotel

SYRACUSE
Sheraton-Syracuse Inn
Sheraton-DeWitt Motel

MIDWESTERN DIV.

CHICAGO
Sheraton-Blackstone
Sheraton Hotel

DETROIT
Sheraton-Cadillac

CINCINNATI
Sheraton-Gibson

ST. LOUIS
Sheraton-Jefferson

OMAHA
Sheraton-Fontenelle

LOUISVILLE
Sheraton-Seelbach
The Watterson

DALLAS
Sheraton Hotel
Opens 1959

AKRON
Sheraton Hotel

INDIANAPOLIS
Sheraton-Lincoln

FRENCH LICK, Ind.
French Lick-Sheraton

RAPID CITY, S. D.
Sheraton-Johnson

SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior

SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract

CEDAR RAPIDS, Iowa
Sheraton-Montrose

PACIFIC DIV.

SAN FRANCISCO
Sheraton-Palace

LOS ANGELES
Sheraton-Town House

PASADENA
Huntington-Sheraton

CANADIAN DIV.

MONTREAL
Sheraton-Mt. Royal
The Laurentien

TORONTO
King Edward Sheraton

NIAGARA FALLS, Ont.
Sheraton-Brock

HAMILTON, Ont.
Royal Connaught

SHERATON HOTELS Coast to Coast in the U. S. A. and Canada

TEXAS
Dallas continued

No. Mtg. Rms. & Capacity of Largest: 11 (2,100)
No. Banquet Rms. & Capacity of Largest: 11 (1,750)
Group Meal Rates: Breakfast: from 2.00; Lunch: from 2.75; Dinner: from 4.50
Net Exhibit Space: 30,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Stoneleigh Hotel (HSMA)
2927 Maple Ave. (Phone: RIverside 2-8451; Telegraph: FTV 14)
Manager: Helen McGibney
Sales Manager: Frank Harris
Convention Season: All year
Largest Group Accommodated: 175 (80 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 9.00; Double: 9.00 to 11.00; Suites: 15.00 to 38.00
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Group Meal Rates: Breakfast: 1.85; Lunch: 2.25; Dinner: 3.50
Liquor: Package store only
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: Spotlights, screens, projectors on rental basis
Stage: Available
Sports Facilities: Swimming pool, May 1 to Nov. 1

EL PASO

Railroads: So. Pac.; M.N.W.; S. Fe; Nat. of M.; T. & P.
Airlines: AAL, CAL, TTA

AUDITORIUM

El Paso Coliseum
Boone Ave. & Paisano Drive (Phone: KEystone 3-8132)
Manager: Sam S. Cohen
Exhibit Areas: 8 ft. wide, 215 ft. long
Rental Fees and Services: $240. — $170. — $150. Equipment rentals and services are over and above rent
Floor Load: Unlimited
Ventilation: Fans
Dimensions, Opening to Exhibit Hall: Door 13 ft. high x 20 ft. wide
Columns: None
Utilities: 110 and 220 current, water, gas
Storage Areas: 280 ft. x 300 ft. building
Meeting Rooms: None
Facilities for Food Function and Banquet Capacity: Cafeteria, 1,800
Parking Facilities: 2,500 cars
Distance from Business District: Two miles

Hotel Cortez
See Advertisement, Page 164
Mills & Mesa (Phone: KE 3-2681; Telegraph: FAX)
Manager: Jack Gregory
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms, 11 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50 to 7.25; Double: 6.50 to 12.50; Suites: 19.25 to 28.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Packaged goods sold
Charges for Mtg. Rms.: None if headquarters for convention
Charges for Exhibit Areas: None if headquarters for convention
Net Exhibit Space: 10,000 on one floor, included in meeting areas
Audio-Visual Aids: PA system
Stage: Available

Hilton Hotel
See Advertisement, Page 18
Mills & Oregon (Phone: Keyston 25661; Telegraph: EP 80)
Manager: James E. Murhpy
Sales Manager: J. B. Gordon
Convention Season: All year
Largest Group Accommodated: (150 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 9.50; Double: 9.00 to 11.50; Suites: 19.00 to 25.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: In package store only
Charges for Mtg. Rms.: from 12.50
Net Exhibit Space: 6,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, horseback riding

FORT WORTH

Railroads: Ft. W. & D.C.; Frisco Sys.; G.C. & S. Fe; M.K. & T.; St. L. So. W.; T. & P.; M.P.; S.P.; C.R.I. & P.
Airlines: AAL, BNF, CEN, CAL, DAL, TTA

AUDITORIUM

Will Rogers Memorial Buildings
2401 W. Lancaster (ED 2-7241—Ext. 201-2)
Manager: Emmett N. Race
Exhibit Areas: Coliseum, 29,000 sq. ft.; 6 exhibit buildings, 161,000 sq. ft.; One Commercial Exhibit Bldg. 206 ft. by 378 ft.
Rental Fees and Services: Coliseum, $350 per day; Auditorium, $250; exhibit buildings, $200. Rental includes normal heat and light
Floor Load: 200 lbs. per sq. ft. **Ventilation:** Auditorium air conditioned
Ceiling Height: Coliseum, 92 ft.; exhibit buildings, 16 ft.
PA System: In Coliseum, Auditorium and Pioneer Palace
Dimensions, Opening to Exhibit Hall: Four 8' x 12'; one 16' x 12'; one 14' x 13'; eight 6' x 8'
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Ramps, railroad siding on grounds
Storage Areas: Adjacent to buildings, 30,000 sq. ft.

Meeting Rooms and Capacities: Auditorium, 2,993; Coliseum, 6,467; Pioneer Palace, 800 temporary seats
Facilities for Food Functions: Can serve up to 3,000 for banquet
Parking Facilities: 4,000 cars
Distance for Business District: Two and half miles

Hotel Texas (HSMA)

815 Main Street (Phone: ED 2-3151)
Manager: Liston W. Slack
Sales Manager: Kay Doty
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 20 suites available)
Air Conditioning: Banquet halls, bedrooms
Convention Rates: Single: 5.00 to 12.50; Double, 7.50 to 16.00; Suites: 20.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 17 (1,100)
No. Banquet Rms. & Capacity of Largest: 17 (1,100)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 6,200 sq. ft.
Audio-Visual Aids: Easels, screen, PA system, spotlights
Stage: Yes

Westbrook Hotel (HSMA)

Main to Houston at 4th (Phone: ED 5-3431)
Manager: Geo. W. Putnam
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 3.00 to 6.00; Double: 4.50 to 8.00; Suites: 10.00 to 16.00
No. Mtg. Rms. & Capacity of Largest: 3 (80)
No. Banquet Rms. & Capacity of Largest: 3 (80)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00 a day
Charges for Exhibit Areas: 10.00 a day
Net Exhibit Space: 2,000 sq. ft. on one floor

Western Hills Hotel (HSMA)

6451 Camp Bowie (Phone: PE 76644)
Manager: A. N. Carvajal
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00 to 10.00; Double: 6.25 to 13.75; Suites: 13.25 to 39.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 3 (75)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 1.75; Dinner: from 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 30.00
Audio-Visual Aids: PA system, spotlights

GALVESTON

Railroads: So. Pac.; G.H. & H.; G.C. & S. Fe; M.K. & T.; M.P.; B.R.I.
Airlines: TTA

AUDITORIUM

Galveston Pleasure Pier

25th and Blvd. (Phone: 5-7559)
Manager: Irving Ducoff
Exhibit Areas: Exhibit Hall, 36,000 sq. ft.; Marine Room, 10,800 sq. ft.
Rental Fees and Services: Marine Room, $307, includes sound and air conditioning; Exhibit Hall, $200 alone or $100 with use of Marine Room
Floor Load: 400 lbs. per sq. ft. **Ventilation:** Marine Room, air conditioned; Exhibit Hall, forced draft
Ceiling Height: 35 ft. and 26 ft. **PA System:** in each room
Dimensions, Opening to Exhibit Hall: One, 20 by 16 ft.; eight, 10 by 12 ft.; door post removal for entry of cars in Marine Room
Columns: None
Utilities: All combinations and phases of power
Loading Facilities: Ramp and loading dock
Storage Areas: 3,200 sq. ft. adjacent to exhibit area
Meeting Rooms and Capacities: Four rooms, 75 each; two rooms, 300 each; Marine Room, 3,000; plus partitioned Exhibit Hall
Facilities for Food Functions: Can serve banquet up to 1,500
Parking Facilities: Unlimited parking on Blvd. adjacent to Pier
Distance from Business District: Two blocks from major hotels

Moody Convention Center

See Advertisement, Page 165

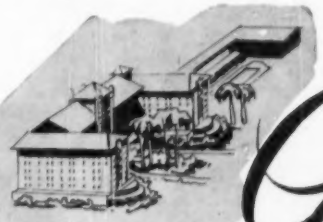
21st & 22nd Streets & Boulevard (Phone: 2-9608)
Manager: Irving Ducoff
Exhibit Areas: Area A Exhibit Hall, 15,250 sq. ft.; Area B Exhibit Hall, 15,750 sq. ft.; A & B can be combined
Rental Fees and Service: Area A, $250 per day; Area B, $250 per day; combined $450. Give day to set up and one day to tear down. Lights, water, gas furnished and air conditioned
Floor Load: 4000 lbs. to sq. in.
Ventilation: Air conditioned
Ceiling Height: 14 ft. 6 in.
PA System: Yes
Dimensions, Opening to Exhibit Hall: Three entrances; back entrance for pick-up trucks, 10 ft. high, 10' 6" wide
No. of Elevators and Capacities: Street level, 3 escalators, 1 elevator 5,000 lbs.
Columns, Locations and Dimensions: 26 ft.—1 ft. sq.
Current and Utilities Available: Electricity, 110-220-440; gas and water
Locations, Size of Storage Areas: 3 locations joining exhibit space (A, 22 x 40; B, 14 x 45; C, 30 x 34
Number of Meeting Rooms and Capacities: Six small, two large (six smalls: A—60 people, B—50 people, C—50 people, D—150 people, E—120 people, F—120 people; Convention Hall A seats 1,700, Convention Hall B seats 1,400 and a foyer between seats 400. Stage 50 x 90, 52 wires for shows
Facilities for Food Functions: Kitchen built in, banquet for 2,200
Parking Facilities: Parking lots
Distance from Business District: 24 blocks from business district

Buccaneer Hotel

See Advertisement, Page 165

Tremont & Blvd. (Phone: 55561)
Manager: Lou Palmer
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms, 25 suites available)

southwest's best convention package



Galveston

Versatile new convention hall, the Moody Center, flanked on both sides by excellent hotels, the Galvez and Buccaneer, . . . at the heart of Galveston's beach, all three completely air conditioned.

The Convention Center. New standards are set by the Moody Convention Center. Every desirable facility has been tested and provided to assure maximum efficiency.

Exhibit Hall. 31,000 sq. ft., divisible by folding walls. 200 booths. Auto entrance from street. All utilities, 2,500 sq. ft. lobby and vestibule, check room, drug stores.

Auditorium. 19,480 sq. ft., 5 level terraced. Divisible by folding walls. Capacity: meetings — 3,500, banquets — 2,500. 50 exhibit booths. 90' x 50' stage: scenery loft, 7 dressing rooms, theatrical lighting, auto and loading ramp from street. 6 meeting rooms. 4,900 sq. ft. dance floor. Two way escalators. Closed circuit TV, big screen projection, broadcast facilities, projector, public address and tape recorder. Kitchen adjoins auditorium for quick food service.

Hotel Accommodations. Immediately next to the Moody Center, the Buccaneer and Galvez Hotels provide excellent accommodations for up to 1,200 delegates. Both hotels have been rehabilitated and refurnished. Completely air conditioned, TV and radios, exceptional food and service are standard features. The Galvez swimming pool is available to guests of both hotels. Total housing on Island for up to 3,000 delegates

Factual File Folder. Comprehensive file folder giving all details, floor plans, etc. of both hotels and the Convention Center gladly sent upon request. Write to Convention Dept., Affiliated National Hotels, P. O. Box 59, Galveston, Texas or call Galveston 5-8536.

TEXAS

Galveston continued

Air Conditioning: Entire hotel
Convention Rates: Single: 4.50 to 8.00; Double: 7.00 to 12.00; Suites: 16.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Package goods only
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 on one floor, additional area
Audio-Visual Aids: PA system, spotlights, 16mm projectors
Stage: Available
Sports Facilities: Gulf swimming, golf, fishing

Hotel Galvez (HSMA)

See Advertisement, Page 165

21st & Beach Blvd. (Phone: 57721)
Manager: Doyle Graham
Sales Manager: Jack Webster
Convention Season: All year
Largest Group Accommodated: 600 (260 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Winter—Single: 4.50 to 11.00; Double: 6.50 to 13.50; Suites: 15.00 to 50.00. Summer—Single: 5.50 to 12.00; Double: 9.50 to 13.50; Suite: 20.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (700)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Wine only
Audio-Visual Aids: PA system, 16mm projectors, spotlights
Stage: Available
Sports Facilities: Pool, beach

Jack Tar Hotel (HSMA)

6th & Blvd. (Phone: 3-4354)
Manager: R. W. "Bob" Holden
Sales Manager: Miss Billie M. Wrye
Convention Season: September through May. Small groups during summer
Largest Group Accommodated: 400
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 15.00; Double: 8.00 to 20.00; Suites: 15.00 to 22.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,088 on one floor, part included in meeting areas
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen, slide projector
Stage: Available
Sports Facilities: Shuffleboard, swimming in pool or gulf, golf

Jean Lafitte Hotel

See Advertisement, Page 165

Moody Ave. and Church (Phone: 3-4301)
Manager: Austin Frame
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms available)
Aid Conditioning: Entire hotel
Convention Rates: Single: 4.50 to 6.00; Double: 7.50 to 8.50; Suites: 15.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 3 (100)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.85
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 up
Net Exhibit Space: On one floor
Audio-Visual Aids: PA system
Sports Facilities: Swimming, fishing, bowling, boating, golfing

Seahorse Hotel

See Advertisement, Page 165

3400 Boulevard (Phone: 3-2433)
Manager: John W. McCann
Convention Season: Sept. through May
Largest Group Accommodated: 250 (100 rooms, 17 suites available)
Air Conditioning: 3 banquet halls, all bedrooms
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 13.00; Suites: 20.00 to 27.00
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Bottle only
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Swimming pool

HOUSTON

Railroads: So. Pac.; G.H. & H.; B.R.I.; M.P.; G.C. & St. Fe; M. K. & T.; H.B. & T.
Airlines: AAL, BNF, CAL, DAL, EAL, KLM, NAL, PAA, TTA

CONVENTION BUREAU

Houston Convention Department
P.O. Box 2371
W. J. Jones, Manager

AUDITORIUM

Sam Houston Coliseum

Civic Center (CApitol 2-9351) Ext 561
Manager: Francis R. Doering
Exhibit Areas: Coliseum, 51,000 sq. ft.; Exposition Bldg., 83,000 sq. ft.; Auditorium, 9,000 sq. ft.
Rental Fees and Services: Coliseum, $650; Exposition Bldg., $400; Auditorium, $250. Rent includes janitor service, house electrician and engineer
Floor Load: Unlimited
Ventilation: Coliseum air conditioned. Exposition Bldg. air conditioned
Ceiling Height: Coliseum, 58 ft.; Exposition Bldg., 14 ft.; Auditorium, 50 ft.
PA System: Coliseum and Exposition Bldg., $25 per day plus operator, $16 each four hours
Dimensions, Opening to Exhibit Hall: Coliseum, 15 ft. wide by 16 ft. high; Exposition Bldg, 20 ft. wide by 11 ft. high
Columns: Sides of Coliseum and throughout Exposition Bldg., 25 ft. centers
Loading Facilities: Unlimited
Storage Areas: Annex basement, 50,000 sq. ft.
Meeting Rooms and Capacities: Six small committee rooms, 25 to 200; Music Hall (adjoining Coliseum), 3,044 seats. Coliseum, 13,000
Facilities for Food Functions: Facilities for banquets up to 3,000
Parking Facilities: Lots adjoining Coliseum, 1,500 cars
Distance from Business District: Four blocks

The Lamar Hotel

Main Street at Lamar Ave. (Phone: Fairfax 3-4181; Telegraph: Telefax FAY)
Manager: George B. Adams
Convention Season: All year
Largest Group Accommodated: 400 (400 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 9.50; Double: 8.50 to 14.50; Suites: 16.00 to 35.00
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Group Meal Rates: Breakfast: .90; Lunch: 1.25; Dinner: 1.50
Liquor: Can be purchased at store
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,796 sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Hunting and fishing within 40 miles in season

Rice Hotel (HSMA)

See Advertisement, Page 167

Main and Texas (Phone: Capitol 7-2111)
Gen. Manager: B. F. Orr
Sales Manager: O. Sid Hopkins
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.50; Double: 8.00 to 13.50; Suites: 17.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (1,400)
No. Banquet Rms. & Capacity of Largest: 10 (550)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Variable
Net Exhibit Space: 8,000 on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, slide projectors
Stage: Available

Shamrock Hilton Hotel (HSMA)

See Advertisement, Page 18

Main & Holcomb Blvd. (Phone: Madison 3-9211)
Manager: Porter P. Parris
Sales Manager: Rodney S. Morgan
Convention Season: All year
Largest Group Accommodated: 800 (450 rooms, 55 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00 to 12.00; Double: 10.00 to 16.00; Suites: 25.00 to 70.00. European
No. Mtg. Rms. & Capacity of Largest: 13 (1,400)
No. Banquet Rms. & Capacity of Largest: 13 (1,000)
Group Meal Rates: Breakfast: 200; Lunch: 300; Dinner: 500
Liquor: Only in private function rooms
Charges for Mtg. Rms.: None
Net Exhibit Space: 35,000 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, screens, blackout switches
Stage: Available
Sports Facilities: Pool, tennis courts

LAREDO

Railroads: M.P.; Nat. of Mex.; T.M.
Airlines: CMA, TTA

Hamilton Hotel

815 Salinas (Phone: 3-7421)
Manager: C. W. Points
Convention Season: All year, except Feb. 20-22, Nov. 1-6
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00 to 7.00; Double: 6.00 to 10.00; Suites: 20.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Wine and beer
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Plaza Hotel

See Advertisement, Page 164

904 Hidalgo Street (Phone: 3-4311) (Teletype: 238)
Manager: Bud G'Sell
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00 to 10.50; Double: 6.00 to 10.51; Suites: 16.50 to 19.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (130)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served by the bottle
Charges for Mtg. Rms.: 20.00
Charges for Exhibit Areas: 6.50
Net Exhibit Space: 1,100 feet on one floor, additional area
Audio-Visual Aids: PA system
Stage: Available

LUBBOCK

Railroads: Ft. W. & D. C.; S. Fe.
Airlines: BNF, CAL

AUDITORIUMS

Fair Park Coliseum

See Advertisement, Page 168

P. O. Box 561 (Phone: PO 3-4666)
Manager: A. B. Davis
Exhibit Areas: 10,000 sq. ft.
Services included in Rent: For commercial use: $200 per day plus 15% of gross daily ticket sales above $1,333, plus $25 clean-up charges
Floor Load: Unlimited
Ventilation: Evaporative cooling
Ceiling Height: 34 ft., 5 inches
PA System: Yes
Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.; 10 ft. by 12 ft.
Columns: Three 10" x 10" columns on either side of arena
Utilities: Electricity, water, gas
Facilities for Food Functions: Banquet for 900
Parking Facilities: Available
Distance from Business District: Seven blocks

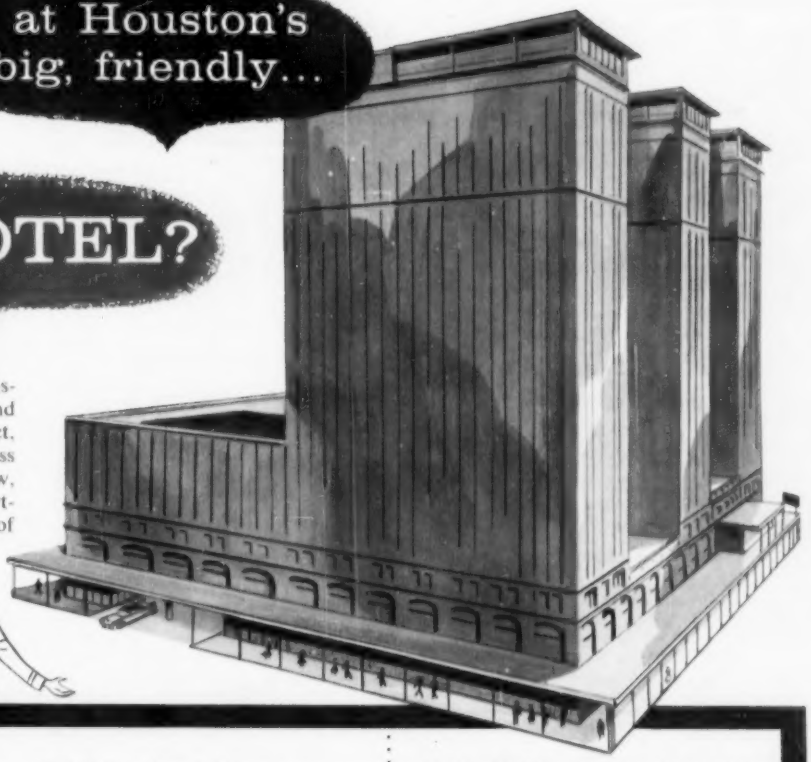
Municipal Auditorium-Coliseum

c/o City Hall (Phone: PH 3-4080)
Manager: David T. Blackburn
Exhibit Areas: Arena floor (Coliseum) 20,000 sq. ft.; Concourse (Coliseum) 22,050 sq. ft.
Ceiling Height: Auditorium, 65 ft., Coliseum, 85 ft.
Ventilation: Auditorium, air-conditioned, Coliseum, blowers
Dimensions, Opening to Exhibit Hall: 48 ft. stage opening, two truck entrances
Columns: None
Utilities: AC and DC current, water
Loading Facilities: Truck entrances to Coliseum
Storage Areas: Limited
Meeting Rooms and Capacities: 3 rooms for 200
Facilities for Food Functions: Banquet for 2,000
Parking Facilities: Lot for 2,000 cars adjacent
Distance from Business District: Two miles

what's new...

at Houston's big, friendly...

RICE HOTEL?



Plenty's new at The Rice, Houston's downtown convention and meeting headquarters. In fact, work completed—or in progress—makes The Rice so utterly new, different and better that we heartily recommend you check each of the items listed below.

NEW completely remodeled and redecorated Crystal Ballroom.

NEW flexible system for utilizing ballroom area into from one to five separate rooms with—

NEW Fairhurst sound-proof partitions between segments of above.

NEW guest rooms, completely and beautifully refurbished.

NEW "Flag Room" specialty dining room.

NEW "Old Capitol Club," private club.

NEW "Coffee House," 24-hour service.

NEW five-story wing to house general offices and—

NEW ballroom seating 1500 and serving 1300 and—

NEW drive-in lobby with—

NEW television check-in system.

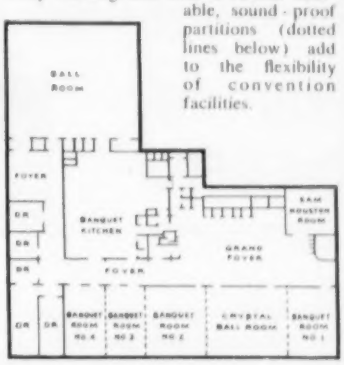
NEW 15,000-pound capacity auto hoist direct to second floor convention area.

These are but a few of the major projects and improvements at The Rice which are making news in the hotel industry. May we give you more details?

B. F. Orr, General Manager Max Peck, Resident Manager

25,000 SQUARE FEET ON ONE FLOOR

The beautiful Mezzanine floor provides many meeting and exhibit rooms. Movable, sound-proof partitions (dotted lines below) add to the flexibility of convention facilities.



For additional information or bookings, write, wire or phone Mr. Sid Hopkins, Sales Manager, The Rice Hotel, Houston 2, Texas. Phone CApitol 7-2111.

● *For your sales meetings, shows, conventions, enjoy the new, enlarged, remodeled facilities of*

The *Rice* Hotel.....HOUSTON, TEXAS

"Houston's welcome to the world"

TEXAS

Lubbock continued

Hotel Lubbock

See Advertisement, Page 164

1204 Broadway (Phone: PO 5-9331; Teletype: LU 8108)
Manager: Harold W. Flynn
Sales Manager: Weldon Bowen
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms, 9 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00 to 8.00; Double: 5.75 to 10.00; Suites: 14.75 to 19.50; European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (225)
Group Meal Rates: Breakfast: 100; Lunch: 1.50; Dinner: 2.00
Liquor: May be brought to hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting area
Audio-Visual Aids: PA system, blackboards, screen

MINERAL WELLS

Railroads: Texas & Pacific
Airlines: CAL

Baker Hotel (HSMA)

(Phone: 851 or LD3)
Sales Manager: R. J. "Skeet" Walton
Convention Season: All year
Largest Group Accommodated: 700 (450 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00 to 10.00; Double: 6.50 to 12.00; Suites: 13.50 to 27.00
No. Mtg. Rms. & Capacity of Largest: 13 (1,000)
No. Banquet Rms. & Capacity of Largest: 13 (800)
Liquor: Only beer served; guests furnish own liquor
Charges for Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screens
Stage: Available

SAN ANGELO

Railroads: Santa Fe
Airlines: CAL, TTA

Hotel Cactus

See Advertisement, Page 164

Oakes at Twohig (Phone: 6921)
Manager: W. A. Stewart
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 2 suites available)
Convention Rates: Single: from 4.00; Double: from 6.00; Suites: 13.00
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Swimming, fishing, golf

SAN ANTONIO

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: AAL, BNF, CAL, EAL, TTA

AUDITORIUM

Municipal Auditorium

100 Auditorium Circle (CA 4-4522)
Manager: S. Wolf
Exhibit Areas: 20,000 sq. ft. in basement
Rental Fees and Services: Main Auditorium, $250 per day; basement, $100
Ventilation: Air conditioned
Ceiling Height: 70 ft. **PA System:** Throughout
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: 20 columns in basement, 18 in. by 18 in.
Utilities. Electricity, gas, water
Loading Facilities: Stage doors, basement ramps
Storage Areas.: Back of building
Meeting Rooms and Capacities: Two rooms, 250 capacity $10 per morning, $15 per evening
Facilities for Food Functions: Handled by concessionaire
Parking Facilities: 500 cars
Distance from Business District: In business district

Gunter Hotel (HSMA)

205 E. Houston Street (Phone: CApitol 7-3241)
Manager: Omer Elliott
Sales Manager: Terry Sanders
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 7.50 to 16.00; Suites: 20.00 to 65.00
No. Mtg. Rms. & Capacity of Largest: 11 (950)
No. Banquet Rms. & Capacity of Largest: 11 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.50
Liquor: Available for private parties
Charges for Mtg. Rms.: None to convention groups or when food served
Charges for Exhibit Areas: 30.00 per booth 8' x 10'
Net Exhibit Space: 10,358 on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, screens, blackboards, bulletin boards, all types of projectors on rental basis
Stage: Available

Hilton Hotel (HSMA)

See Advertisement, Page 18

309 S. St. Mary's Street (Phone: Capitol 6-3271; Teletype: SA-36)
Manager: Tom L. Powell
Sales Manager: Roland E. Gordon
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 55 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 9.00; Double: 7.00 to 14.00; Suites: 22.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Bottles and cocktail parties
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 30.00 for duration of convention
Net Exhibit Space: 17,400 sq. ft. on two levels, additional area
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, projectors available on rental basis
Stage: Available
Sports Facilities: Boat rides

Menger Hotel

See Advertisement, Page 164

Alamo Plaza (Phone: Capital 34361)
Manager: Ernst V. Kunz
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 2.50 to 8.00; Double: 7.50 to 12.00; Suites: 16.00 to 30.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Must bring own bottles
Charges for Mtg. Rms.: 10.00 to 100.00
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

TEXARKANA

Railroads: Mo. Pac.; St. L.S.W.; T. & P.; K.C. So.
Airlines: BNF, TTA

Grim Hotel

State Line at 3rd St. (Phone: 3-4114)
Manager: Howard S. Davis
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 10 suites available)
Air Conditioning: 125 bedrooms, banquet halls
Convention Rates: Single: 4.50 to 8.00; Double: 6.00 to 10.00; Suites: 10.00 to 12.00
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00

Heart of a $200 Million-a-year Retail Sales Market

Meeting Place of West Texas

FAIR PARK COLISEUM

Lubbock, Texas

Spacious air-conditioned facilities only seven blocks from business district. Site in 1957 for state conventions, telethon, indoor circus, banquets, motorama, cooking schools, barbecues, product demonstrations for sales personnel.

Permanent Seating	4,176	Arena	75' x 147'
Extra Portable Chairs	1,200	Stage	24' x 40' 24' x 32'
Capacity for Meetings	5,376	Parking	2,700 cars

For Information Contact

A. B. Davis, Manager, FAIR PARK COLISEUM
P. O. Box 561, Lubbock, Texas

Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00 to 25.00
Net Exhibit Space: 4,000 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Tennis, golf, swimming

WACO

Railroads: M.P.; So. Pac.; T. El.; M.K. & T.; St. L.S.W.
Airlines: BNF, CAL, TTA

AUDITORIUM

Heart O' Texas Coliseum

Bosque Blvd. & Lake Air Dr. (Phone: PLaza 6-1821)
Manager: Othel M. Neely
Exhibit Areas: Main Arena, 46,000 sq. ft.; East Concourse, 12,000 sq. ft.; West Concourse, 12,000 sq. ft.; Annex, 6,500 sq. ft.; Total 76,000 sq. ft.
Rental Fees and Services: $300 per day, services extra
Floor Load: Unlimited **Ventilation:** Mechanical
Ceiling Height: 70 ft. to 96 ft.
PA System: Excellent
Dimensions, Opening to Exhibit Hall: 16 ft. by 16 ft.; 12 ft. by 12 ft.
Columns: None
Utilities: Natural gas, water available; current up to 440 3-phase
Loading Facilities: Ramps
Storage Areas: 26,500 sq. ft.
Meeting Rooms and Capacities: Three, 25 to 11,000
Facilities for Food Function and Banquet Capacity: Can handle banquets up to 4,000
Parking Facilities: Free parking for 15,000 cars adjacent to building
Distance from Business District: Four miles from heart of city

Roosevelt Hotel

Austin at 4th St. (Phone: Plaza 4-1411)
Manager: Edwin Rhea
Sales Manager: Walter C. Miller
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: All bedrooms, banquet and meeting rooms
Convention Rates: Single: 3.50-9.00; Double: 5.50-11.00; Suites: 16.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Not served in hotel
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, easel, screen
Stage: Available

UTAH

OGDEN

Railroads: Bamb. RR. Co.; So. Pac.; U. Pac.; D. & R.G.W.
Airlines: UAL, WAL

Ben Lomond Hotel

411-25th St. (Phone: EXport 4-5761)
Manager: Campbell Eccles
Sales Manager: Leon Taylor
Convention Season: All year
Largest Group Accommodated: 500 (125 rooms, 6 suites available)
Air Conditioning: 21 bedrooms, banquet halls
Convention Rates: Single: 5.50; Double: 7.00; Suites: 14.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (365)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Beer and setups only
Charges for Mtg. Rms.: 5.00 to 25.00
Charges for Exhibit Areas: 5.00 to 25.00
Net Exhibit Space: 1,500 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Horseback riding, golf, skiing

SALT LAKE CITY

Railroads: D. & R.G.W.; S.L.G. & W.; U.P.; W.P.; Bamb. R.R. Co.
Airlines: FAL, UAL, WAL

CONVENTION BUREAU
Convention Bureau
P.O. Box 329
William D. Backman, Manager

Newhouse Hotel

See Advertisement, Page 42

4th South & Main Sts. (Phone: DAvis 8-8366)
Manager: Don E. Utley, Jr.
Convention Season: All year
Largest Group Accommodated: 425 (200 rooms, 6 suites available)
Air Conditioning: Installation for 1958 season
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 13.00; Suites: 20.00 to 32.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 9 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Set ups only
Charges for Mtg. Rms.: 5.00 to 50.00
Charges for Exhibit Areas: 5.00 to 50.00
Net Exhibit Space: 15,000 on more than one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

Hotel Utah (HSMA)

Main at S. Temple (Phone: EM 3-2661)
Manager: Max Carpenter
Sales Manager: Mrs. Phyllis L. Steorts
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, in winter and 200 in summer, 12 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 6.00-12.00; Double: 8.00-15.00; Twins: 9.00-13.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 12 (850)
No. Banquet Rms. & Capacity of Largest: 12 (420)
Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.25; Dinner: 3.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00-150.00; none if food is served
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling, gym next to hotel

VERMONT

BURLINGTON

Railroads: Cent. Vt.; Rut.
Airlines: EAL, NEA

Hotel Vermont (HSMA)

131 Main Street (Phone: 4-5711)
Manager: John J. Hyland, Jr.
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 6 suites available)
Air Conditioning: One banquet hall
Convention Rates: Single: 3.50 to 7.50; Double: 5.50 to 12.00; Suites: 21.00 to 33.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 25.00
Charges for Exhibit Areas: 5.00 to 25.00
Net Exhibit Space: 7,456 on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, projectors available on rental basis
Stage: Available
Sports Facilities: Fishing, swimming, skiing, skating, golfing, horseback riding

MANCHESTER

Railroads: Rut.

Equinox House

(Phone: 40)
President: John J. Dewey
Dir. of Sales: John B. Ferguson
Convention Season: Mid-May to mid-July; Labor Day to late Oct.
Largest Group Accommodated: 335 (222 rooms, 12 suites available)
Convention Rates: Single: 18.00 to 20.000; Double: 32.00 to 36.00; Suites: 45.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (325)
No. Banquet Rms. & Capacity of Largest: 3 (425)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 on one floor, additional area
Audio-Visual Aids: PA system, spotlights, projector and screens
Stage: Available
Sports Facilities: Championship golf course, swimming pool, trout fishing lake, pitch and putt course, softball field, croquet, badminton, ping pong

RUTLAND

Bus Service: White River Bus; Vt. Transit Lines

Long Trail Lodge

Pico Peak (Phone: PRospect 3-6310)
Manager: G. E. Wright
Sales Manager: D. F. Treadway
Convention Season: June 1 to Oct. 17
Largest Group Accommodated: 60 (20 rooms, 7 suites available)
Convention Rates: Single: 9.50 to 15.00; Double: 18.50 to 25.00; Suites: 25.00 to 28.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 2 (165)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 on one floor, part included in meeting areas
Audio-Visual Aids: PA system, spotlight, 16mm sound B&H and 35mm slide projector
Sports Facilities: 2 golf courses (9 miles), tennis, horseshoes, shuffleboard, trout fishing

VIRGINIA

FORT MONROE

Railroads: C. & O.

Chamberlin Hotel

See Advertisement, Page 172

(Phone: Hampton 36511; Telegraph TWX 264)
Manager: John T. Brindley
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 525 (250 rooms, 25 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00 to 10.00; Double: 10.00 to 15.00; Suites: 20.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 6 (520)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Beer, wine, champagne
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 27,000 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, movie screens, bulletins, blackboards
Stage: Available
Sports Facilities: Swimming, tennis, golf, horseback, fishing

HOT SPRINGS

Railroads: Ches. & O.

The Homestead (HSMA)

See Advertisement, Page 170

(Phone: LD 1)
Gen. Manager: Thomas J. Lennon
Sales Manager: James L. Newcomb
Convention Season: All year except August
Largest Group Accommodated: to 600 (depending on time of year)
Air Conditioning: 2 banquet halls
Convention Rates: Single: 17.00 to 24.00; Double: 32.00 to 44.00; Suites: 11.00 to 16.00. American
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 8 (375)
Liquor: Private parties in private room may be served own liquor
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Variable
Net Exhibit Space: No special exhibit space available
Audio-Visual Aids: PA system, spotlights, standard slide and movie projectors
Stage: Available
Sports Facilities: Golf, tennis, skeet, swimming, fishing, riding, lawn bowling

READY NEXT YEAR — THE HOMESTEAD'S SUPERB NEW COMMONWEALTH ROOM, FOR GROUPS UP TO 500

America's

most distinguished

Resort and Spa

The Homestead's 17,000-acre estate in the mountains of Virginia is one of the most delightful vacation resorts anywhere in the world. Come enjoy our superb facilities for golf, swimming and other sports . . . the pleasant Hot Springs social scene . . . and our famous Southern Service, so smoothly fitted to civilized tastes.

The Homestead has excellent facilities for group meetings. A folder describing them will be sent on request.

THE *Homestead*
AND COTTAGES
Hot Springs, Virginia

Chicago Office . . . MOhawk 4-5100
Cleveland Office . . . PRospect 1-7827
Washington Office . . . EXecutive 3-6481
New York Office . . . CIrcle 7-6940

VIRGINIA
continued

NATURAL BRIDGE

Railroads: Nor. & W.; C. & O.

Natural Bridge Hotel
(Phone: 3666)
Gen. Manager: J. N. Hunter
Manager: R. O. Starkey
Convention Season: All year
Largest Group Accommodated: 200 (4 rooms, 275 suites available)
Air Conditioning: Some bedrooms, banquet halls
Convention Rates: Single: 5.00 to 7.00; Double: 7.00 to 10.00; Suites: 17.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen
Stage: Available
Sports Facilities: Swimming, table tennis, shuffleboard, golf nearby, fishing

NORFOLK

Railroads: N. & W.; Penna.; A.C.L.; C. & O. N. So.; S.A.L.; So. Ry.; Virg.
Airlines: CAP, NAL, PAI

CONVENTION BUREAU

Convention Bureau
Norfolk Chamber of Commerce
269 Boush St. (Phone: MAdison 2-2312
William B. Lillyman, Director

AUDITORIUM

Norfolk Municipal Auditorium
9th and Granby Sts. (Phone: MA 5-1608)
Manager: E. M. French
Exhibit Areas: Arena, 10,000 sq. ft.; stage, 2,356 sq. ft.; Lobby, 540
Rental Fees: Meetings, Arena $200 per day; Theatre $100 per day. Lights, heat, water, air conditioning, kitchen, parking
Ventilation: Air conditioning
Ceiling Height: 30 ft. **PA System:** RCA system
Dimensions, Opening to Exhibit Hall: 6' x 35"; **Columns:** None
Utilities: 110 and 220 AC current
Ramp door 7' x 10
Loading Facilities: Loading ramp
Storage Areas: Main Floor—3 (10 ft. by 50 ft.)
Meeting Rooms and Capacities: One, 1,832
Facilities for Food Functions: Caterer can set up banquet for 1,250
Parking Facilities: 900 cars
Distance from Business District: Three blocks

Commodore Maury Hotel
See Advertisement, Page 171
Granby & Freemason Sts. (Phone: MAdison 2-6682)
Convention Season: All year
Largest Group Accommodated: 180 (75 rooms, 15 suites available)
Air Conditioning: Banquet rooms, 172 bedrooms
Convention Rates: Single: 6.00
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Portable (12' x 6')

The Fairfax Hotel
See Advertisement, Page 171
117 W. City Hall Ave. (Phone: MAdison 7-6411)
Manager: S. C. Burnet
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 3.00; Double: 7.00-9.00
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50

Liquor: Wine and beer only
Charges for Mtg. Rms.: None if meals served
Charges for Exhibit Areas: 25.00 to 100.00
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Fishing, golf, tennis, swimming nearby

Jefferson Hotel

See Advertisement, Page 171

232 W. Bute St. (Phone: MAdison 7-5477)

Manager: B. Baydush
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 2 suites available)
Air Conditioning: Bedrooms
Convention Rates: Single: 4.50-7.00; Double: 6.50-10.00; Suites: 12.50-17.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (50)
Liquor: Not served in hotel
Charges for Mtg. Rms. 20.00
Charges for Exhibit Areas: 20.00
Sports Facilities: Tennis, golf, swimming nearby

Monticello Hotel

See Advertisement, Page 162

City Hall and Granby Sts. (Phone: MA 24321)
Manager: C. S. Crocker
Convention Season: All year
Largest Group Accommodated: 500 (285 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 8.00; Double: 8.00 to 12.00; Suites: 19.00 to 22.00
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 on two floors, included in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Beaches and golf courses nearby

Nansemond Hotel

See Advertisement, Page 171

236 West Ocean View Avenue (JUstice 8-1314,

Manager: Marguerite N. Flynn
Convention Season: All year
Largest Group Accommodated: 230 (110 rooms, 4 suites available)
Air Conditioning: Banquet rooms, 50% of the bedrooms
Convention Rates: Sept. 10 to May 25—Single: 4.50-7.00; Double: 7.00-10.00; Suites: 12.00-16.00—May 25 to Sept. 10—Single: 5.50-12.50; Double: 8.00-16.00; Suites: 14.00-18.00
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50 Dinner: 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None for conventions
Audio-Visual Aids: 16mm projectors, PA system spotlights
Stage: Yes
Sports Facilities: Golf, swimming, bowling

Thomas Nelson Hotel

See Advertisement, Page 171

245 Granby St. (Phone: MAdison 2-4341)

Manager: P. M. Nunn
Convention Season: All year
Largest Group Accommodated: 200 (75 rooms, 2 suites available)
Air Conditioning: 50% bedrooms
Convention Rates: Single: 5.00-7.50; Double: 7.00-10.00; Suites: 12.00-15.00, European
Liquor: Not served in hotel
Sports Facilities: Golf, swimming nearby

RICHMOND

Railroads: A.C.L.; C. & O.; S.A.L.; So. Ry. R.F. & P.
Airlines: AAL, CAP, EAL, PAI, NAL

CONVENTION BUREAU

Convention & Publicity Bureau
15 North 6th St. (19)
Edmond H. Brill, Jr., Manager

AUDITORIUMS

Mosque Auditorium

Laurel and Main Sts. (Phone: 7-7611, Ext. 527)
Manager: A. G. Anthony
Exhibit Areas: 16,000 sq. ft.
Rental Fees and Services: Auditoriums for conventions, $150 per day; Ballroom, $150 per day for exhibits. When Auditorium and Ballroom are both used, Ballroom rental is $50 per day. Rentals include janitor service, heat, light and water
Floor Load: Unlimited. **Ventilation:** Large exhaust and blow fans
Ceiling Height: 12 ft.
PA System: None

Richmond Arena

(Phone: RIchmond 5-5314
Manager: John E. Raine
Exhibit Areas: Two areas: Area A, 20,000 sq. ft. with maple floors; area B, 45,000 sq. ft. with concrete floors. All on one floor, street level
Floor Load: 8 area unlimited
Ceiling Height: area A, 37 ft.; area B, 21 ft.
PA System: Yes
Columns: area A, no columns; area B, girders 20 ft. apart
Utilities: AC 110, 220 current
Loading Facilities: Drive-in unloading
Meeting Rooms and Capacities: 3 rooms
Facilities for Food Functions: Two concessions
Parking Facilities: Lot for 4,000 cars
Distance from Business District: One mile

MAKE NORFOLK YOUR CONVENTION

Port of Call!

Norfolk, Virginia, on Hampton Roads — the world's largest natural harbor — offers you:

- The Norfolk Municipal Auditorium with its huge Arena and Center Theater
- Seven modern hotels with air conditioned accommodations, ample meeting space, superb banquet facilities and large ballrooms
- Recreational attractions including famous historic sights, 20 miles of white sandy beaches, excellent surf and deep-sea fishing, Virginia's largest zoo and amusement park, beautiful Azalea Gardens, and the World's largest Naval Base open to guided tours
- Easy accessibility with 3 airlines, 8 railroads, major bus lines and excellent highway connections from any part of the country

The City of Norfolk

EXTENDS A HEARTY WELCOME TO CONVENTIONS AND TRADE SHOWS!

For details, call or write The Convention Bureau
Norfolk Chamber of Commerce
269 Boush Street, Norfolk, Virginia
(Telephone MAdison 2-2312)

Virginia's Best

Finest Meeting Facilities in All of Virginia Are Yours in These Expertly-Managed and Tastefully-Appointed Hotels.

Hotel John Marshall

Fifth and Franklin
RICHMOND, VIRGINIA

AIR-CONDITIONED Virginia Room, on main lobby floor, seats up to 1,000.

AIR-CONDITIONED Patrick Henry-Stonewall Jackson Room (600).

AIR-CONDITIONED George Wythe Room (150).

ROOF GARDEN accommodates 500. 5 additional AIR-CONDITIONED CONFERENCE ROOMS.

500 OUTSIDE ROOMS, EACH WITH PRIVATE BATH.

FOR RESORT CONVENTIONS

Hotel Chamberlin

Old Point Comfort, Fort Monroe, Va.

The Largest and Finest Hotel on Virginia's East Coast

AIR-CONDITIONED Virginia Room (400)
AIR-CONDITIONED Hampton Room (425)
AIR-CONDITIONED Monroe Room (125)
AIR-CONDITIONED Chesapeake Room (30) Roof Garden

300 Beautifully Furnished Rooms, All Outside, each with private baths.

OPEN ALL YEAR

RICHMOND HOTELS, INC.
RICHMOND, VIRGINIA

HOTEL KING CARTER
250 Rooms. Rates from $3.50

HOTEL RICHMOND
300 Rooms. Rates from $4.00

HOTEL WM. BYRD
200 Rooms. Rates from $4.25

Write for FREE, Interesting Brochure, Giving Full Convention Facilities in Detail and Floor Plans!

TWX Connects all 5 Hotels

VIRGINIA
Richmond continued

The Jefferson Hotel (HSMA)
Jefferson & Main Sts. (Phone: 3-3411)
Managing Director: James M. Powell
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 20 suites available)
Air Conditioning: All convention facilities, guest rooms optional
Convention Rates: Single: from 4.00; Double: from 7.00; Suites: from 18.00
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: from .85; Lunch: from .85; Dinner: from 1.75
Liquor: Private parties must furnish
Charges for Mtg. Rms.: None if hotel convention headquarters
Audio-Visual Aids: PA system, spotlights, 2 screens
Stage: Available

John Marshall Hotel (HSMA)
See Advertisement, Page 172
5th & Franklin Sts. (Phone: 7-4661)
Manager: Walter Herrmann
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 1,000 (487 rooms, 23 suites available)
Air Conditioning: 350 bedrooms, banquet and meeting rooms
Convention Rates: Single: 5 to 13.50; Double: 8.50 to 16.00; Suites: 22.50 to 27.50
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (1,000)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 2.25; Dinner: from 2.75
Liquor: Beer and wine only, liquor at state stores
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available

Hotel King Carter (HSMA)
See Advertisement, Page 172
8th & Broad Sts. (Phone: 3-1831)
Manager: D. E. Spry
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 5 suites available)
Air Conditioning: 150 bedrooms, banquet halls
Convention Rates: Single: 4.00 to 7.00; Double: 6.00 to 10.00; Suites: 15.00 to 17.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: from .55; Lunch: from .65; Dinner: from 1.00
Liquor: Beer and wines only, liquor at State store
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable

Richmond Hotel (HSMA)
See Advertisement, Page 172
9th & Grace Sts. (Phone: 3-2731)
Manager: Harry A. Simkins
Sales Manager: Chris Munt
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 7 suites available)
Air Conditioning: Bedrooms, some banquet halls
Convention Rates: Single: 4.50 to 7.00; Double: 6.50 to 8.50; Twins: 9.00 to 11.50; Suites: 18.00 to 22.50
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.00 to 1.50; Lunch: 2.00 to 4.00; Dinner: 2.75 to 6.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if food is served
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: All seasonal sports

William Byrd Hotel (HSMA)
See Advertisement, Page 172
2501 W. Broad St. (Phone 6-1571)
Manager: Lafayette Maxey
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 175 (220 rooms, 5 suites available)
Air Conditioning: 50 Bedrooms, 4 banquet and meeting rooms
Convention Rates: Single: 4.50 to 7.00; Double: 6.75 to 12.25; Suites: 16.25
No. Mtg. Rms. & Capacity of Largest: 5 (175)
No. Banquet Rms. & Capacity of Largest: 5 (175)

OPENING
MARCH 1958

Virginia Beach's

NEW

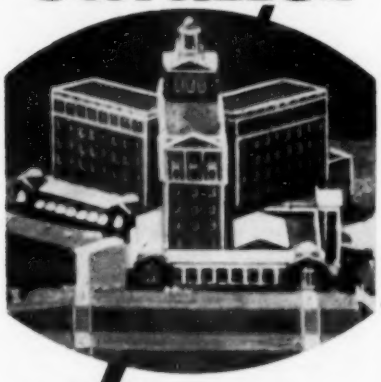
CONVENTION CENTER

- FOR CONVENTIONS
- SALES MEETINGS
- TRADE SHOWS
- EXPOSITIONS
- SPORTS EVENTS
- ENTERTAINMENT EVENTS

First in America. At this famous resort playground, Kaiser's spectacular aluminum dome Convention Center with capacity to 2,000, banquet seating to 1,250, parking area for 400 cars. Centrally located to Virginia Beach's ample and wide diversity of accommodations.

Write
Richard Keeley, Conv. Dir.
Convention Center
Virginia Beach
Virginia

Check THE Cavalier



✓ for your next convention

✓ **for accessibility**
The Cavalier saves man hours in travel as it is equal travel distance to so many large cities and served by major transportation lines.

✓ **for fine facilities**
A pleasure resort, The Cavalier offers more recreational advantages with "convention-perfect" facilities for groups of 50 to 500.

✓ **for superior service**
A highly trained convention and service staff that will exceed your expectations of efficiency, expediency and courtesy.

Write For Colorful Convention Brochure Gordon M. Shoemaker, Managing Director

BEACH & CABANA CLUB
YACHT & COUNTRY CLUB

Virginia Beach, Va.

Group Meal Rates: Breakfast: from .55; Lunch: from .55; Dinner: 2.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00
Audio-Visual Aids: Movie screen, projector

ROANOKE

Railroads: Virg.; Norf. & W.
Airlines: AAL, EAL, PAI

Hotel Patrick Henry (HSMA)

617 S. Jefferson St. (Phone: DI 5-8811; Telegraph: TWX-RV-08)
Manager: John A. Shires
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: 125 bedrooms, banquet halls
Convention Rates: Single: 5.50 to 9.00; Double: 8.00 to 11.00; Suites: 15.00 to 17.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (325)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Light wine and beer only, no liquor
Charges for Mtg. Rms.: 5.00 up
Charges for Exhibit Areas: 25.00 up
Net Exhibit Space: 500 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, projectors available nearby, screens
Stage: Available
Sports Facilities: 3 golf courses nearby

Hotel Roanoke

19 N. Jefferson St. (Phone: 7321)
Manager: Geo. L. Denison
Sales Manager: K. R. Hyde
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 12 suites available)
Convention Rates: Single: 6.00 to 7.00; Double: 8.00 to 12.00; Suites: 15.00 to 22.00
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Group Meal Rates: Breakfast: from .65; Lunch: from 1.50; Dinner: from 2.50
Liquor: Wines served only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Available

VIRGINIA BEACH

Railroads: Nor. So.
Airlines: Served through New Orleans

Virginia Beach Convention Center

See Advertisement, Page 172

City Hall (Phone: 3409)
Manager: Richard B. Keeley
Exhibit Areas: One large area, 11,000 sq. ft.
Flood Load: 100 lbs. per sq. ft.
Ventilation: Air cooled
Ceiling Height: 48 ft.
PA System: Available
Dimension, Opening to Exhibit Hall: 10 ft. high-20' wide
Columns, Locations and Dimensions: None
Current and Utilities Available: 220, 110 volt, water
Loading Facilities: Truck ramp into building
Locations, Size of Storage Areas: Adjacent to main exhibit hall, 5000 sq. ft.
Number of Meeting Rooms and Capacities: Main auditorium, 2,500; conference rooms, 100 and 200 and three of 50
Facilities to Handle Food Functions: Banquet for 1,350
Parking Facilities: For 400 cars
Distance from Business District: Adjacent

Cavalier Club (HSMA)

See Advertisement, Page 173

42nd St. & Atlantic Ave. (Phone: 3500)
Managing Director: Gordon M. Shoemaker

Business is a pleasure

...when meetings...conferences ...forums are held at

Historic Williamsburg

Virginia's restored colonial capital offers an ideal setting for top-flight meetings and conference groups in all seasons. The Williamsburg Inn & Lodge are now joined by a great new modern facility, the Williamsburg Motor House, to provide fine accommodations for groups up to 400 persons.

Conference delegates and their families can combine business with an enjoyable holiday in the eighteenth century city. Tours of the famous historic buildings, craft shops, plantations, gardens, the carriage rides, and complete recreational facilities combine to promote full attendance for meetings at...

WILLIAMSBURG
INN & LODGE
AND
MOTOR HOUSE

For booklet and information write:
William E. Bippus, Hotel Sales Manager, Williamsburg, Virginia or call New York, CIrcle 6-6800; Washington, EXecutive 3-6481; Chicago, MOhawk 4-5100.

Convention Director: H. Arthur Hall
Convention Season: All year, limited size group July and August
Largest Group Accommodated: 350 (200 rooms, 12 suites available)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 20.00; Double: 32.00; Suites: 40.00 to 46.00. American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Individuals must bring own bottles
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, screens
Stage: Available
Sports Facilities: Tennis, swimming, shuffleboard, croquet, pitch n' putt course, golf, archery, ping pong

WARRENTON

Railroads: So. Ry.

Warren Green Hotel

105 Hotel St. (Phone: 280)
Owners: Joseph W. Elliott & Mrs. Billie Richardson
Convention Season: All year
Largest Group Accommodated: 125 (50 rooms, 4 suites available)
Air Conditioning: Banquet rooms, some bedrooms
Convention Rates: Single: 4.00-7.00; Double: 6.50-12.00; Suites: 19.00-25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.50
Liquor: Beer, wine served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00-25.00 per day
Audio-Visual Aids: Spotlights
Stage: Yes
Sports Facilities: Golf, hunting, swimming

WILLIAMSBURG

Railroads: Ches. & O.
Airlines: CAP, WAL, PAI

Williamsburg Inn, Lodge, and Motor House (HSMA)

See Advertisement, Page 173

(Phone: Inn—CApital 9-1500; Lodge—CApital 9-1600; Motor House 9-1700; Teletype: 187)
Manager: Inn—Thomas Moyles; Motor House—Grant Washburn; Lodge—William Batchelder
Sales Manager: William E. Bippus
Convention Season: All year
Largest Group Accommodated: 1,060 (530 rooms, 24 suites available)
Air Conditioning: 75% bedrooms, banquet halls
Convention Rates: Inn—Single: to 14.00; Double: to 18.00; Suites: 36.00 to 56.00; Lodge—Single: to 9.00; Double: to 13.00; Suites: 30.00. Motor House—Single: to 10.00; Double: to 12.00; Suites: 30.00. European (American plan available)
No. Mtg. Rms. & Capacity of Largest: 21 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,000 on one floor, 1,000 ft. in addition to meeting area
Audio-Visual Aids: PA system, spotlights, 16mm projector, carbon arc and portable 2 x 2 and 3½ x 4 slide projectors, film strip projector and viewmaster
Sports Facilities: Tennis, golf, swimming, badminton, croquet

WASHINGTON

QUINALT

Railroads: Nor. Pac.; U. P.; C. M. St. P. & P. to Hoaquiam
Airlines: West Coast to Hoaquiam

Lake Quinault Lodge

(Phone: 2351)
Manager: Claude G. Walker
Convention Season: May 15 through Sept. 15
Largest Group Accommodated: 100 (36 rooms available)
Convention Rates: Single: 5.00 to 7.00; Double: 8.00 to 11.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 on one floor, lobby
Sports Facilities: Lawn games

RICHLAND

Airlines: WCA

The Desert Inn Hotel

804 Geo. Washington Way (Phone: 42235)
Manager: Wallace A. Bowen
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50 to 8.50; Double: 7.00 to 8.00; Suites: 10.50 to 15.00
No. Mtg. Rms. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: .50 to 2.00; Lunch: .65 to 2.10; Dinner: 1.75 to 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Heated swimming pool

SEATTLE

Railroads: Nor. Pac.; Gt. Nor.; P.C.R.R.; U.P.; C.M. St. P. & P.; C.P.
Airlines: ALASKA, NWA, PAA, TCA, VAL, WCA, WAL

CONVENTION BUREAU

Seattle Convention & Tourist Bureau
215 Columbia St.
B. Jackson Blidewell, Manager

AUDITORIUMS

Civic Auditorium and Arena

3rd North & Mercer Sts. (Phone: GArfield 0480)
Manager: D. L. Johnston
Exhibit Areas: Main floor, 30,000 sq. ft.; Lower level 40,000 sq. ft., Arena, 20,000 sq. ft.
Floor Load: Main floor, 4 tons; lower level, unlimited; Arena, 2 tons
Ventilation: Forced air
Ceiling Height: 40 ft. **PA System:** Forced air
Elevators: 2 freight, 1 ton and 2 tons
Columns: Lower level, columns 26 ft. apart
Utilities: 110, 208 volt, three phase
Loading Facilities: auto and truck doors give access to each area
Location, Size of Storage Areas: Limited
Number of Meeting Rooms and Capacities: Auditorium, 6,000; Arena, 6,500; 9 rooms, 75-250
Facilities for Food Functions: Banquet for 4,000
Parking Facilities: 1,100 cars
Distance from Business District: 10 blocks

Senator Auditorium

708 Union St. (Phone: ELliot 8790)
Manager: G. S. Atwood
Exhibit Areas: Main floor, 7,020 sq. ft.; under balcony, 2,250 sq. ft.; stage, 905 sq. ft.
Rental Fees and Services: $100 to $200 per day, depending on services required and day of the week
Floor Load: Unlimited **Ventilation:** Washed air
Ceiling Height: 40 ft. **PA System:** Yes
Dimensions, Openings to Exhibit Hall: 18 ft. by 8 ft. high
Elevators: 2 freight
Loading Facilities: Freight elevator and ramps
Size of Storage Areas: 4 areas; 25 ft. by 35 ft.; (2) 18 ft. by 20 ft.; 20 ft. by 20 ft.
Meeting Rooms and Capacities: Four rooms, 35 to 125
Facilities for Food Functions and Banquet Capacity: Catering service for 950
Parking Facilities: Parking for 300 cars within one block
Distance from Business District: Two blocks

Benjamin Franklin Hotel (HSMA)

See Advertisement, Page 42

5th & Virginia (Phone: Seneca 7400)
Manager: Al J. Kelly
Sales Manager: Warren R. Anderson
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 15 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.50 to 13.50; Double: 9.00 to 18.00; Suites: 22.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Net Exhibit Space: 6,074 on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, projectors available on rental basis, blackboards
Stage: Available
Sports Facilities: Golf, water skiing, salmon fishing

Mayflower Hotel

405 Olive Way (Phone: El 8700)
Manager: Howard Johnson
Sales Manager: R. C. Atwood
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00 to 7.50; Double: 8.00 to 10.00; Suites: 17.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 75.00
Charges for Exhibit Areas: 12.00 to 20.00
Net Exhibit Space: 3,996 sq. ft. on two floors, included in meeting area
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available
Sports Facilities: Golf, tennis, swimming, fishing nearby

Meeting in SEATTLE?
Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

Locations, Size of Storage Areas: 40 ft. by 60 ft.
Meeting Rooms and Capacities: 4 rooms for 20 to 60

Net Exhibit Space: 3,500 sq. ft. on one floor, part of meeting area
Audio-Visual Aids: PA system, spotlights, black-

New Washington Hotel

See Advertisement, Page 175

2nd & Stewart (Phone: MA 7070; Telegraph: GPX)
Manager: F. Jack Anderson
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 6.00-12.00; Double: 8.00-16.00; Suites: 16.00-56.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (350)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 4,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool adjacent

The Olmpic Hotel (HSMA)

See Advertisement, Page 42

4th & Seneca Sts. (Phone: MU 7700)
Gen. Manager: Tom A. Gildersleve
Sales Manager: Glenn E. Ross
Convention Season: All year
Largest Group Accommodated: 1000 (500 rooms, 27 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 7.00 to 15.00; Double: 10.00 to 20.00; Suites: 30.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (1600)
No. Banquet Rms. & Capacity of Largest: 14 (2000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Depending on arrangements
Audio-Visual Aids: PA system, spotlights, film projectors
Stage: Available

SPOKANE

Railroads: Nor. Pac.; Gt. Nor.; S.I.; U.P.; S.P. & S.; CM. St. P. & P.
Airlines: NWA, VAL, NCA

CONVENTION BUREAU

Spokane Convention Bureau
West 1020 Riverside Ave.
A. F. Raiter, Jr., Manager

AUDITORIUM

Spokane Coliseum

North 1101 Howard St. (Phone: FAirfax 8-2110)
Manager: Benjamin C. Moore
Exhibit Areas: 44,000 sq. ft.
Rental Fees and Services Included in Rent: standard set-ups under basic rentals, plus expense for staffing
Floor Load: 1,000 lbs. per sq. ft.
Ceiling Height: 70 ft. **PA System:** Yes
Dimensions, Opening to Exhibit Hall: 16 ft. high by 14 ft. wide
Columns: None
Utilities: 110 and 220 volt
Loading Facilities: direct access to floor
Storage Areas: 25,000 sq. ft. separate building
Facilities for Food Functions: Catering service, banquet for 4,000
Parking Facilities: Lot for 2,000 cars
Distance from Business District: Seven blocks

The Davenport Hotel (HSMA)

See Advertisement, Page 42

807 W. Sprague (Phone: Madison 4-2121)
Manager: Al E. Schilling
Convention Season: All year
Largest Group Accommodated: 700 (400 rooms, 19 suites available)
Air Conditioning: Some bedrooms, banquet halls
Convention Rates: Single: 7.00 to 10.00; Double: 9.00 to 16.00; Suites: 35.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 14 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.80; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if combined with food functions
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,450 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors available on rental basis
Stage: Available
Sports Facilities: Swimming pool (rooftop)

Ridpath Hotel

515 W. Sprague St. (Phone: TE 8-2711)

Manager: Joseph E. Primeau
Sales Manager: Roger Dyer
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 12 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00 to 10.00; Double: 8.00 to 14.00; Suites: 18.00 to 35.00
No. Mtg. Rms. & Capacity of Largest: 8 (450)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.65
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: Yes

Hotel Spokane, Ltd. (HSMA)

501 W. First Avenue (Phone: TE 8-2021; Telegraph: FGO TELEFAX)
Gen. Manager: Jas. A. McCluskey
Catering Manager: Bruce D. Tiffany
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 18 suites available)
Air Conditioning: Entire
Convention Rates: Single: 3.25 to 9.00; Double: 4.50 to 12.00; Suites: 12.00 to 15.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (550)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.65; Dinner: 2.00 and up
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 and up
Audio-Visual Aids: Spotlights, PA system
Stage: Available

SEATTLE or SANTA BARBARA

YOUR CONVENTION OR
SALES MEETING NEEDS
ARE BEST MET AT A
DORIC HOTEL!

Write for complete information as to rooms, facilities, rates, and our special convention-sales meeting pre-planning service, on these and other Pacific Coast convention locations, to:

Doric Company, 610 Dexter Horton Bldg., Seattle 4, Wash.

IN SEATTLE . . .

the big, friendly New Washington Hotel has every facility for a successful meeting! Thirty-two sales rooms, theatre seating up to 500 (with our nearby auditorium seating 1600), and of course all the after-meeting recreation facilities, including excellent dining, and dancing nightly.

HOTEL NEW WASHINGTON
Second Avenue at Stewart Street, Seattle 1, Washington, MAin 7070

DORIC HOTELS

IN SANTA BARBARA . . .

the beautiful Mar Monte Hotel-Motel offers excellent facilities. Meeting-theatre holds up to 400; six cottages double as sales rooms. Heated swimming pool, or swimming in the ocean. Dancing nightly, excellent dining.

HOTEL MAR MONTE

By the Sea • East Cabrillo Blvd. • Santa Barbara, Calif.

Frederick Hotel

Convention Rates: Single: 5.00 to 9.50; Double:

No. Banquet Rms. & Capacity of Largest: 5 (280)

WASHINGTON
continued

TACOMA

Railroads: Nor. Pac.; Gt. Nor.; U.P.; C.M. St. P. & P.
Airlines: Served through Seattle

AUDITORIUM

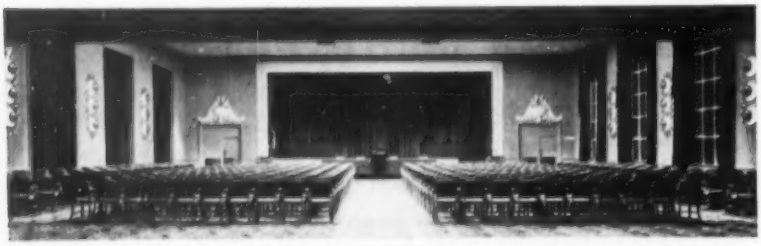
Memorial Fieldhouse
College of Puget Sound (Phone: SK 9-4720)
Manager: Ted Droettboom
Exhibit Areas: 30,000 sq. ft.
Rental Fees and Services: $300 per day (normal janitor service light & heat)
Ceiling Heights: 40 ft.
Columns: None
Locations, Size of Storage Areas: 40 ft. by 60 ft.
Meeting Rooms and Capacities: 4 rooms for 20 to 60
Facilities for Food Functions: Catering service—1,000 banquet
Parking Facilities: 2,000 cars
Distance from Business District: 2 miles

Winthrop Western Hotel
See Advertisement, Page 42
773 Broadway (Phone: BR 2-2141)
Manager: Wm. Scotty Myles
Sales Manager: John S. Mangini
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Main ballroom by April 1958
Convention Rates: Single: 5.00 to 9.00; Double: 8.00 to 13.00; Suites: 18.50 to 25.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 25.00 to 150.00
Net Exhibit Space: 3,500 sq. ft. on one floor, part of meeting area
Audio-Visual Aids: PA system, spotlights, blackboards
Stage: Available
Sports Facilities: Golf, fishing, swimming, boating (10 minutes away)

YAKIMA

Railroads: N.P.; U. Pac.
Airlines: NWA, WCA

Hotel Chinook
East Yakima Avenue & 4th St. (GI 28533)
Manager: David E. Warfield
Sales Manager: Don E. Sanders
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 9.00; Double: 7.50 to 16.00; Suites: 18.50 to 25.00
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.45; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 1,148 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, projectors any type or size, blackboards, easels, screens
Stage: Available



A splendid cure for sagging sales curves . . .

THE *Greenbrier*
features
A special combination rate during DECEMBER, JANUARY, FEBRUARY

Wintertime is an ideal time to meet at The Greenbrier. At this famous year-round resort, you will find an entire wing devoted to the accommodation of groups up to 1,000. Designed by men who know through years of experience what facilities are needed to assure the success of large or small meetings, the new West Wing contains the most modern equipment available. In addition to meeting rooms of various sizes, it features an auditorium with a 42 foot stage which is equipped for banquets, conferences, or exhibits, the latest P.A. systems and projection machines, and a theatre with Cinemascope screen.

This, combined with the hotel's complete sports facilities, outstanding cuisine, comfortable guest rooms, and courteous service, have made The Greenbrier America's Informal Business Capitol.

Inquire about our "Combination Winter Rate." You'll find it interesting.

For complete information, address: Charles L. Norvell, Director of Sales, The Greenbrier, White Sulphur Springs, West Virginia, or inquire of reservation offices at: New York, 17 East 45th St., MU 2-4300; Boston: 73 Tremont St., LA 3-4497; Chicago, 77 W. Washington St., RA 6-0625; Washington, D. C., Investment Bldg., RE 7-2642.

THE *Greenbrier*

WHITE SULPHUR SPRINGS · WEST VIRGINIA

WEST VIRGINIA

CHARLESTON

Railroads: B. & O.; N.Y.C.; C. & O.; Virginian
Airlines: AAL, CAP, EAL, PAI

The Daniel Boone Hotel (HSMA)
Cor. Capitol & Washington (Phone: DI 36-131)
Manager: Rogers S. Creel
Sales Manager: B. S. Clifton
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 21 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 9.00; Double: 8.50 to 13.50; Suites: 19.50 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,200 on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Available

CLARKSBURG

Railroads: B. & O.
Airlines: CAP

Stonewall Jackson Hotel
Main & S. 3rd St. (Phone: Maine 4-6441)
Manager: A. T. Matthews
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms, 19 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50 to 9.50; Double: 8.50 to 14.00; Suites: 11.00 to 14.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.75 to 4.00
Liquor: Bring your own, state stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, projectors available on short notice
Stage: Available
Sports Facilities: Golf

HUNTINGTON

Railroads: B. & O.; C. & O.
Airlines: AAL, CAP, PAI

Frederick Hotel
10th St. & Fourth Ave. (Phone: JAckson 5-5101)
Manager: F. A. Short
Sales Manager: F. A. Short
Convention Season: All year
Largest Group Accommodated: 220 (100 rooms, suites available)
Air Conditioning: 72% bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 to 11.00; Double: 9.50 to 11.50; Suites: 9.00 to 15.50, European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.25 up
Liquor: Only beer
Charges for Mtg. Rms.: 5.00 and up
Charges for Exhibit Areas: 15.00 and up
Net Exhibit Space: 300 sq. ft. on one floor
Audio-Visual Aids: PA system, easel and screen
Stage: Platforms

WHITE SULPHUR SPRINGS

Railroads: C. & O.

The Greenbrier and Cottages (HSMA)

See Advertisement, Page 176

(Phone: 110)
Vice-President: E. Truman Wright
Director of Sales: Charles Norvell
Convention Season: All year, but limited during May and October
Largest Group Accommodated: 800 (460 rooms, 59 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 25.00; Double: 45.00; Parlors: 20.00 to 30.00. (Dec. through Feb.: special combination rates) American
No. Mtg. Rms. & Capacity of Largest: 21 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: State package store in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, all projection facilities
Stage: Available
Sports Facilities: Golf, tennis, swimming, shuffleboard, croquet, putting, skeet and traps, horseback riding

WISCONSIN

GENOA CITY

Railroads: C. & N.W.

Nippersink Manor

(BRowning 9-5281)
Manager: Sidney Shinderman
Sales Manager: Sam Lippert
Convention Season: All year
Largest Group Accommodated: 300 (140 rooms, 15 suites available)
Air Conditioning: 90% bedrooms, banquet halls
Convention Rates: Single: 20.00 to 24.00; Double: 15.00 to 18.00; Suites: 25.00 to 35.00. American
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 15,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, 8mm movie and 16mm movie sound projectors, blackboards, easels, slide projectors
Stage: Available
Sports Facilities: 18-hole golf course, pool, fishing, tobogganning, ice skating, horseback riding, shuffleboard, volleyball, archery, tennis

GREEN BAY

Railroads: C.M. St. P. & P.; G.B. & W.; C. & N.W.
Airlines: NOR

Hotel Northland

Pine & Adams (Phone: Hemlock 2-4811)
Manager: H. C. Huebner
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 2 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms on request
Convention Rates: Single: 5.00 to 9.50; Double: 8.50 to 13.50; Suites: 20.00 to 25.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, projectors
Stage: Available
Sports Facilities: Swimming, tennis, golf

LAND O'LAKES

Railroads: C. & N.W.
Airlines: NCA

King's Gateway Hotel

See Advertisement, Page 177

(Phone: 2611)
Manager: John J. Garber
Convention Season: All year
Largest Group Accommodated: 110 (50 rooms, 4 suites available)
Convention Rates: Single: 7.50; Double: 15.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: Rostrum, PA systems, blackboards, easels, spotlights
Stage: Yes
Sports Facilities: Golf, skeet & trap shooting, tennis, horseback riding, swimming

MADISON

Railroads: C.M. St. P. & P.; C. & N.W.; Ill. Cent.
Airlines: NOR, NWA

Hotel Loraine

123 W. Washington Ave. (Phone: Alpine 6-0231)
Manager: L. G. Fitzgerald
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 10 suites available)
Air Conditioning: 15 bedrooms, banquet halls
Convention Rates: Single: 3.50 to 9.50; Double: 6.00 to 13.50; Suites: 22.00 to 42.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: 1.00 per running foot per day
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: All water sports and fishing

Park Hotel

22 S. Carroll St. (Phone: 5-6711)

Manager: Robert S. McKee
Convention Season: All year
Largest Group Accommodated: 300 (140 rooms and 8 suites available)
Convention Rates: Single: 3.50 to 6.00; Double: 4.50 to 11.00; Suites: 20.00 to 50.00
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (280)
Group Meal Rates: Breakfast: .80 to 1.75; Lunch: .80 to 2.00; Dinner: 1.60 to 4.50
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: Movie screen, PA system, spotlights
Stage: Available

MILWAUKEE

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.; G.T.; Soo; C. & O.; Milw. El.; Penna.
Airlines: AAL, CAP, NOR, NWA, OZA, VAL

CONVENTION BUREAU

Convention Bureau
611 North Broadway (2)
Alvin J. Monroe, Manager

AUDITORIUM

Milwaukee Auditorium & Arena

500 W. Kilbourn Ave. (BRoadway 1-3423)
Manager: Elmer A. Krahn
Exhibit Areas: Mechanics Hall, Exhibit Hall, Arena, 90,000 sq. ft.; Bruce Hall, 25,000 sq. ft.; others 15,000 sq. ft.
Rental Fees and Services: Rates vary with halls used; services include heat and light
Floor Load: Unlimited **Ventilation:** Washed air
Ceiling Height: 10 ft. to 100 ft.
P.A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 13 ft.
Columns: 12 ft. centers in Exhibition Hall
Utilities: All utilities available
Loading Facilities: Truck into building
Storage Areas: Surrounding exhibit area, 10,000 sq. ft.
Meeting Rooms and Capacities: 12 seat from 300 to 13,000
Facilities to Handle Food Functions: Can handle banquet up to 3,000
Parking Facilities: 1,600 cars
Distance from Business District: In business district

Pfister Hotel (HSMA)

424 East Wisconsin Ave. (Phone: Br 1-6380)
Manager: H. W. Cronrath
Sales Manager: Carl C. Joys
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 10 suites available)
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 16.00; Suites: 25.00 to 50.00
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 250.00
Net Exhibit Space: 6,000 to 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

Hotel Schroeder

509 W. Wiscon (Phone: Broadway 1-7250)

Manager: L. H. Limecooly
Sales Manager: Donald Griffin
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 8 suites available)
Convention Rates: Single: 5.00 to 12.00; Double: 8.50 to 15.00; Suites: from 25.00

This year meet someplace different

Plan your Convention or Meeting in the beautiful, world-famous Land O' Lakes region of Wisconsin. Convenient—easily accessible by air, auto or train.

King's Gateway Hotel and Inn has all modern facilities for Meetings with no outside interferences, plus planned year-round recreation.

Private golf course — tennis — horseback riding — excellent fishing — nightly dancing and entertainment. Fall and winter sports include skiing—3 ski tows (instruction and all necessary equipment available)—snowshoeing—tobogganing—skijoring—skating—ice fishing—hunting.

Meeting and Dining space to accommodate groups up to 150 persons. American Plan available. All inquiries appreciated and answered promptly.

Write— **John J. Garber, General Manager, Telephone: Land O' Lakes 2611**

KING'S GATEWAY HOTEL and INN

The KING'S GATEWAY
LAND O' LAKES, Wisconsin
CHICAGO OFFICE
DE 7-8033

WISCONSIN

Milwaukee continued

No. Mtg. Rms. & Capacity of Largest: 12 (800)
No Banquet Rms. & Capacity of Largest: 3 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00 to 6.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Wisconsin
720 N. 3rd St. (Phone: Broadway 1-4900)
Manager: Edward L. Knopf
Convention Season: All year
Largest Group Accommodated: 525 (341 rooms, 10 suites available)
Air Conditioning: Bedrooms partially, banquet halls air cooled
Convention Rates: Single: 4.75 to 7.00; Double: 7.00 to 9.00; Twins: 11.00 to 12.00; Suites: 17.50 to 30.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 12,781 on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, movie screen, blackboards, easels
Stage: Available
Sports Facilities: Swimming, boating

PEWAUKEE

Railroads: C.M. St. P. & P.

Oakton Manor (HSMA)
(Phone: 5865)
Manager: Sam Sugarman
Sales Manager: Sam Lippert
Convention Season: All year
Largest Group Accommodated: 175 (85 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 22.50; Double: 15.00; Suites: 28.50, American
No. Mtg. Rms. & Capacity of Largest: 5 (120)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, projector
Stage: Available
Sports Facilities: Swimming, boating, fishing, ice skating, lawn games

THREE LAKES

Railroads: C. & N.W.

Northernaire
See Advertisement, Page 178
(Phone: Three Lakes 4811)
Manager: Carl O. Marty, Jr.
Convention Season: Sept. 15 to July 1
Largest Group Accommodated: 100 (47 rooms and 4 villas available)
Convention Rates: Single: 30.00; Double: 40.00; Suites: 50.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Indoor pool, golf, boating, horseback riding, water & snow skiing, ice skating

Let us help make your next sales meeting the best one yet — at WORLD-RENOWNED

Northernaire
THREE LAKES, WISCONSIN

In the land of Hiawatha on a chain of 27 pine-rimmed lakes — incomparable conference facilities plus golf, indoor pool, health baths, floor shows, dancing and fishing. Sold out June, July, August and September. Some desirable October dates available during the gorgeous Fall color season. Open year 'round.

Write or phone us.

NORTHERNAIRE
Three Lakes, Wisconsin
Phone Three Lakes 4811

CANADA

ALBERTA

BANFF

Railroads: Can. & Pac.

Banff Springs Hotel
See Advertisement, Page 181
P.O. Box 960 (Phone: 2211)
Manager: C. C. McCartney
Sales Manager: G. L. Bartrem
Convention Season: June and Sept.
Largest Group Accommodated: 900 (500 rooms, 30 suites available)
Convention Rates: Single: 18.00; Double: 15.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 1 (650)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 4.50
Liquor: By special arrangement
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, tennis, riding, boating, climbing, fishing, shuffleboard

CALGARY

Railroads: Can. Nat.; Can. Pac.; C.P.
Airlines: CPA, TCA

Hotel Palliser
9th Ave. & 1st St. W. (Phone: AM 2-8621)
Manager: R. M. Deyell
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 10 suites available)
Convention Rates: Single: 6.00 to 13.50; Double: 11.00 to 16.50; Suites: 23.00 to 35.00, American
No. Mtg. Rms. & Capacity of Largest: 11 (700)
No. Banquet Rms. & Capacity of Largest: 11 (700)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Not served in hotel; must be obtained by party along with special banquet permit
Charges for Mtg. Rms.: 7.50 to 200.00
Net Exhibit Space: 350 sq ft. on one floor, located in foyer of meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, hunting, tennis

EDMONTON

Railroads: Can. Nat.; Can. Pac.
Airlines: CPA, NWA, TCA, WAL

Macdonald Hotel
See Advertisement, Page 179
(Phone: 45181)
Manager: H. W. Aslin
Convention Season: All year
Largest Group Accommodated: 425 (200 rooms, 15 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 7.50 to 13.00; Double 10.50 to 16.00; Suites: 15.50 to 29.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 9 (700)
Liquor: Beer only, except on banquet permit
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 1,500 on one floor, additional area
Audio-Visual Aids: PA system, spotlights, projectors available locally
Stage: Available

JASPER

Railroads: Can. Nat

Jasper Park Lodge
See Advertisement, Page 179
(Phone: Jasper: 3301)
Manager: Mr. W. B. Cornforth
Convention Season: June and September
Largest Group Accommodated: 650 (359 rooms, 12 suites available)
Convention Rates: 16.50 per person; 8.00 extra for parlor, American
No. Mtg. Rms. & Capacity of Largest: 2 (550)
No. Banquet Rms.: Main dining room only
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Tennis, golf, swimming, riding, fishing

LAKE LOUISE

Railroads: C.P.

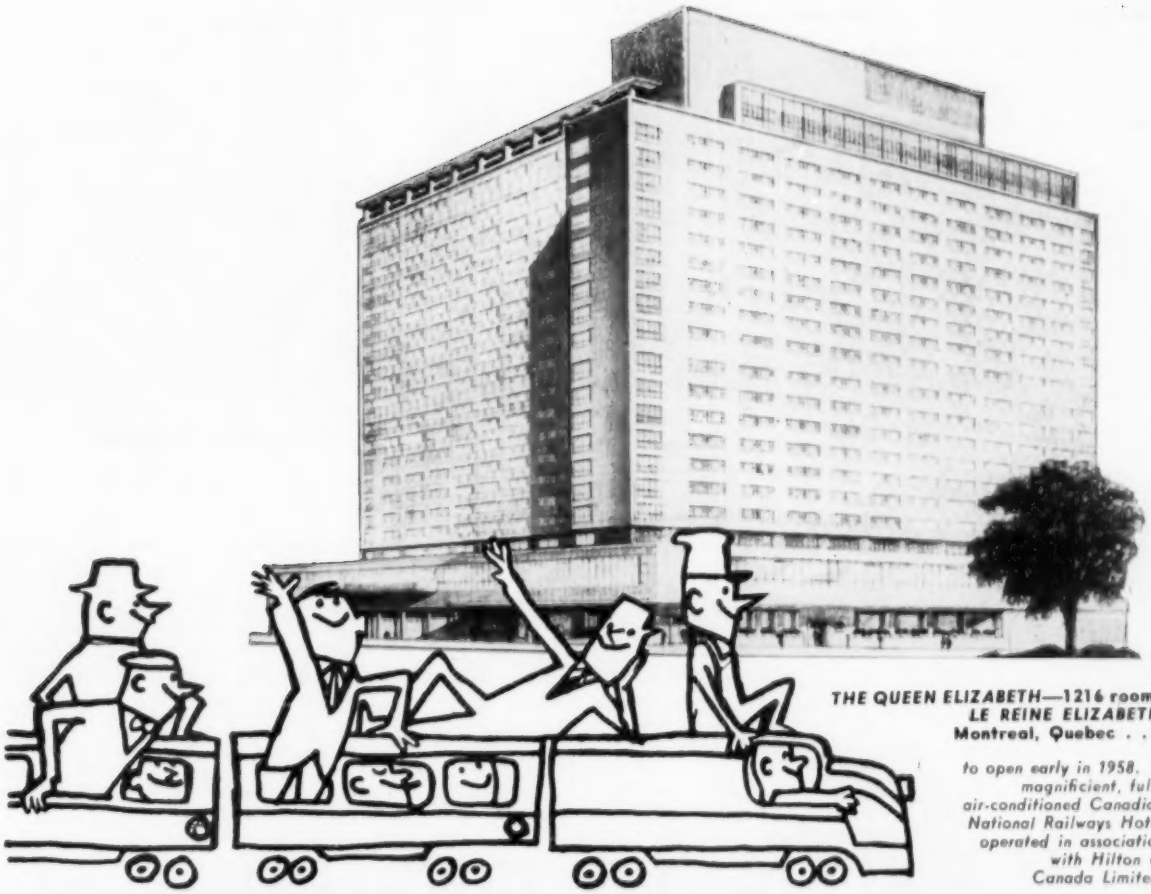
Chateau Lake Louise
See Advertisement, Page 181
(Phone: Lake Louise 72)
Manager: L. C. Parkinson
Sales Manager: G. L. Bartrem
Convention Season: June and September
Largest Group Accommodated: 600 (390 rooms, 10 suites available)
Convention Rates: Single: 18.00; Double: 32.00; Suites: 35.00 additional for parlor
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.50
Liquor: By special arrangement
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Riding, hiking, swimming, putting, boating

BRITISH COLUMBIA

▶ **CLOSED-CIRCUIT TV**
▶ **STAGING**
▶ **TELEMATION**
▶ **TelePrompTer SERVICE**

Anywhere in Canada, through the facilities of . . .

TELEPROMPTER
OF CANADA LIMITED
447 Jarvis Street, Toronto WAlnut 2-2105



THE QUEEN ELIZABETH—1216 rooms
LE REINE ELIZABETH
Montreal, Quebec . . .

to open early in 1958. A magnificient, fully air-conditioned Canadian National Railways Hotel operated in association with Hilton of Canada Limited.

YOUR CONVENTION HOST FROM COAST TO COAST...

Make your next convention the most successful ever. Select one of Canadian NATIONAL Railways "Hotels of Distinction" and enjoy unsurpassed convention facilities and recreational attractions, plus, of course, the very finest in service and accommodations.

TRAVEL SERVICE: Canadian NATIONAL Railways passenger offices located in principal cities of the United States and Canada will save delegates time and trouble by completing all travel arrangements. We'll also plan interesting pre-convention or post-convention Maple Leaf 'Package' Tours.

CONVENTION PLANNING SERVICE: Canadian NATIONAL's Convention Bureau has the knowledge, experience and facilities to assist in planning a thoroughly successful convention. Use these advantages to the benefit of your organization—Contact:—A. P. Lait, Manager Convention Bureau, Canadian NATIONAL Railways, Montreal, Quebec, Canada.

CHATEAU LAURIER—550 rooms—Ottawa, Ontario . . . One of the world's finest hotels, located in the heart of Canada's capital.

JASPER PARK LODGE—650 guests—Jasper National Park, Alberta . . . Open during summer season. Showplace of the Canadian Rockies. Unexcelled convention, sport and recreational facilities.

THE MACDONALD—480 rooms—Edmonton, Alberta . . . A sparkling new 15-storey wing. Expanded convention facilities.

HOTEL VANCOUVER—560 rooms—Vancouver, British Columbia . . . Canada's West Coast Metropolis and convention headquarters. Under joint management of Canadian National Railways and Canadian Pacific Railway Company.

THE FORT GARRY—265 rooms—Winnipeg, Manitoba . . . in the "Chicago of Canada" and splendidly equipped to handle all business and social functions.

THE BESSBOROUGH—260 rooms—Saskatoon, Saskatchewan . . . especially designed and equipped for all convention requirements.

THE NOVA SCOTIAN—150 rooms—Halifax, Nova Scotia . . . Overlooking historic Halifax harbour, this modern hotel ranks among Canada's best.

THE CHARLOTTETOWN—110 rooms—Charlottetown, Prince Edward Island . . . the "Garden Province" of Canada. Famed seafood cuisine.

NEWFOUNDLAND HOTEL—140 rooms—St. John's, Newfoundland . . . Centrally located in the capital city of the Province of Newfoundland.

CNR

CANADIAN NATIONAL RAILWAYS

BRITISH COLUMBIA

continued

VANCOUVER

Railroads: Can. Pac.; Can. Nat.; G.N.
Airlines: CPA, Quantas, TCA, UAL, BCPA

AUDITORIUMS

Forum Building

Exhibition Park (HAstings 0123)

Manager: David Dauphinee
Exhibit Areas: South End, 15,600 sq. ft.; North End, 18,860 sq. ft.
Rental Fees and Services: South End, $450 per day; North End, $200 per day; both, $600 per day; services include light and water
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 42 ft.
P. A. System: Available on rental
Dimensions, Opening of Exhibit Hall: South End, 7 ft. by 12 ft.; North End, 10 ft. 8 in. by 11 ft. 6 in.
Columns: South End, none; North End, nine, 18-ft. from east and west walls
Utilities: 110 and 220-volt current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Garden Building

Exhibition Park (HAstings 4817)
Manager: David Dauphinee
Exhibit Areas: 6,696 sq. ft.
Rental Fees and Services: $400 per day, includes heat, light, P.A.
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 8 ft. by 7 ft.
Columns: None
Utilities: 110-volt current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: Concourses can be set up for meetings
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 750
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Hotel Georgia

801 W. Georgia St. (Phone: MArine 1182)
Manager: E. Wm. Hudson
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Air Conditioning: Banquet halls air cooled
Convention Rates: Single: 8.00 to 14.00; Double: 10.00 to 16.00; Twin: 11.00 to 16.00; Suites: 25.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 150.00
Net Exhibit Space: 5,238 Sq. Ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, tennis badminton, bowling (indoor and outdoor), swimming, riding

Hotel Vancouver

900 W. Georgia St. (Phone: Tatalow 3131)
Manager: M. H. Burns
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 350 (175 rooms including suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 8.00; Double: 11.00; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 8 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 up
Net Exhibit Space: 6,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, fishing

VICTORIA

Railroads: Can. Pac.; E.N.; C.N.
Airlines: TCA

Victoria Memorial Arena

1925 Blanshard St. (Phone: 4-0444)

Manager: Joe Dukowski
Exhibit Areas: 17,000 sq. ft.
Rental Fees and Services included in Rent: $500 per day
Ceiling Height: 62'
P. A. System: Cluster
Columns, Locations and Dimensions: None
Meeting Rooms and Capacities: 9
Facilities for food functions: Banquets up to 1,000
Distance from Business District: 4 blocks

FOR MEETINGS

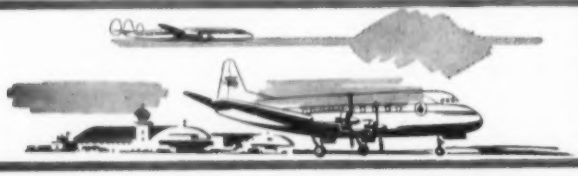
Canada offers a warm, friendly resort atmosphere right in the heart of Vacationland, Unlimited—perfect for getting things done at a small to medium-size meeting.

FOR CONVENTIONS

Canada's cities boast large hotels and modern facilities. Montreal and Quebec have a French flavor and excitement only Paris could match.

POST CONVENTION TRIPS

Canada's magnificent outdoors offers camera fans the color shots of a lifetime. It's great country for hunting, fishing, and winter sports.



TRANSPORTATION IS NO PROBLEM

There are frequent flights to Canada from TCA's 7 convenient "gateway cities"—New York, Boston, Cleveland, Detroit, Chicago, Seattle/Tacoma, Tampa. And TCA equipment is the ultimate in speed and comfort—includes prop-jet Viscounts and luxurious Super-Constellations!

IN 1958—make it Canada

For information and convention planning assistance . . . contact your Travel Agent or the TCA Sales Manager in your city.

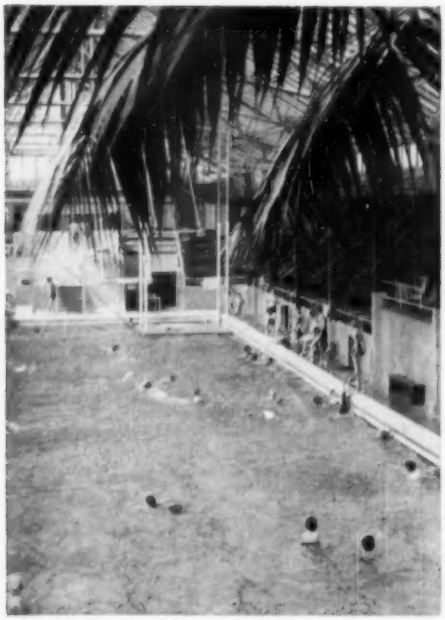
TCA

TRANS-CANADA AIR LINES

MORE PEOPLE FLY TO CANADA WITH TCA THAN ANY OTHER AIRLINE!

THE EMPRESS HOTEL is right in the heart of beautiful Vancouver Island, overlooking the Pacific. A perfect site for any convention, large or small.

Get more done, have more fun at THE EMPRESS in Victoria



YOU'LL ENJOY the many leisure-time activities that Vancouver Island offers. And when you leave, you're sure to wish your stay could have been much longer.

Do you want to accomplish more, enjoy yourself more at your next convention? Then you and your associates should consider The Empress in Victoria. It's beautifully situated on Canada's ever-green Vancouver Island, famous playspot of the Pacific Coast.

In this relaxing yet stimulating atmosphere, you'll find complete facilities to make your convention run smoothly. You'll appreciate the thoughtful supervision of the hotel management. And you'll enjoy the gracious Old English hospitality, service and food.

When it's time to relax, you'll find it hard to choose among the wide variety of recreation activities The Empress offers. Or perhaps you'll prefer just wandering through the beautiful 10-acre rose garden.

For complete information and reservations contact: Convention Traffic Dept., Canadian Pacific Railway Company, Windsor Station, Montreal.

CHECK LIST OF CONVENTION FEATURES YOU ARE LOOKING FOR:

- ☐ 570 rooms with bath
- ☐ Meeting rooms, exhibition rooms
- ☐ Crystal ballroom
- ☐ Private dining rooms, restaurant, coffee shop
- ☐ World's largest glass-enclosed swimming pool
- ☐ Two beautiful golf courses
- ☐ Hunting in season, fishing, boating
- ☐ Tennis, riding, shuffleboard, bowling
- ☐ Conveniently located . . . easy to reach from principal West Coast cities

The Empress has them all!

Canadian Pacific

THOUGHTFULLY PLANNED meeting rooms will help you to relax, and to accomplish so much more in a shorter time.

BRITISH COLUMBIA

Victoria continued

Empress Hotel
See Advertisement, Page 181
Government St. (Phone: Garden 4-8111)
Manager: Cyril Chapman
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 600 (300 rooms and 20 suites available)
Convention Rates: Single: 6.00 to 12.00; Double: 9.50 to 16.00; Suites: from 20.00
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, riding, swimming, boating, shuffleboard

MANITOBA

WINNIPEG

Railroads: Can. Pac.; Can. Nat.; G.N.; N.P.; M. & M.
Airlines: CPA, TCA, NWA

The Fort Garry
See Advertisement, Page 179
Broadway Avenue (Phone: WH 2-8251)
Manager: W. G. Foster
Convention Season: All year
Largest Group Accommodated: 190 (105 rooms, 10 suites available)
Convention Rates: Single: 7.00-11.00; Double: 11.00-14.50; Suites: 18.00-23.00 single, 22.00-27.50 double. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 150.00
Charges for Exhibit Areas: Variable
Net Exhibit Space: 672 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf

Royal Alexandria Hotel
Higgins & Main (Phone: Whitehall 2-2141)
Manager: D. A. William
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Convention Rates: Single: 7.00 to 12.00; Double: 10.50 to 17.00; Suites: 27.00 to 31.00. European
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (700)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 13,473 sq. ft. on two floors, included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf nearby

ST. ANDREWS

Railroads: Can. Pac.

Algonquin Hotel
See Advertisement, Page 181
Prince of Wales Street (Phone: 123)
Manager: F. L. Howard
Convention Season: June and September
Largest Group Accommodated: 350 (202 rooms, 11 suites available)
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 1 (425)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm and 16mm projectors
Stage: Available
Sports Facilities: Golf, shuffleboard, tennis, croquet lawn, putting green, horseshoe pitching, swimming, fishing

NOVA SCOTIA

HALIFAX

Railroads: Can. Nat.; Dom. At.
Airlines: Maritime, TCA

The Nova Scotian
See Advertisement, Page 179
Hollis Street (Phone: 3-7231)
Manager: R. S. Pitt
Convention Season: All year
Largest Group Accommodated: 135 (75 rooms, 3 suites available)
Convention Rates: Single: from 7.50 to 10.00; Double: 11.50 to 14.00; Suites: 18.00 to 39.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 2.65
Liquor: Beer and wine with meals only
Charges for Mtg. Rms.: from 10.00 to 170.00 per day
Audio-Visual Aids: PA system, spotlights
Stage: Available

KENTVILLE

Railroads: Dom. At.

Cornwallis Inn
See Advertisement, Page 181
(Phone: 3231)
Manager: C. M. Rennie
Convention Season: All year, but prefer not midsummer
Largest Group Accommodated: 100 (50 rooms and 3 suites available)
Convention Rates: Single: 5.00 to 8.00; Double: 9.00 to 12.00
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: from .75; Lunch: from 1.50; Dinner: from 1.60
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: 3.00 to 75.00
Net Exhibit Space: 2,030 sq. ft. on one floor
Stage: Available
Sports Facilities: Shuffleboard, golf

ONTARIO

HAMILTON

Railroads: C.P.R.; Can. Nat.; T. H. & B.

The Royal Connaught Hotel
See Advertisement, Page 182
112 King St., E. (Phone: Jackson 7-5071)
Gen. Manager: A. Michael O'Brien
Convention Season: All year
Largest Group Accommodated: 650 (350 rooms, 15 suites available)
Convention Rates: Single: 5.85 to 9.00; Double: 8.85 to 13.50; Suites: 17.00 to 38.50
No. Mtg. Rms. & Capacity of Largest: 12 (80)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: from .85; Lunch: from 2.25; Dinner: from 2.25
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screens
Stage: Available
Sports Facilities: Golf nearby, swimming

KENORA

Railroads: C.P.

Devil's Gap Lodge
See Advertisement, Page 181
(Phone: 8195) (C.P. Telegraphs)
Manager: W. M. Farrer
Convention Season: June and September
Largest Group Accommodated: 88 (44 rooms available)
Convention Rates: Single: 15.00; Double: 27.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (88)
No. Banquet Rms. & Capacity of Largest: 1 (88)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Permit must be obtained
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 480 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Fishing, golf, swimming, shuffleboard, ping pong

LONDON

Railroads: Can. Nat.; C.P.; N.Y.C.; L. & P.S.
Airlines: TCA

Hotel London
Dundas St. (Phone: 2-18010)
Manager: T. J. Squires
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms, 9 suites available)

▶ CLOSED-CIRCUIT TV
▶ STAGING
▶ TELEMATION
▶ TelePrompTer SERVICE
Anywhere in Canada, through the facilities of . . .
TELEPROMPTER
OF CANADA LIMITED
447 Jarvis Street, Toronto WAlnut 2-2105

ANOTHER DISTINGUISHED SHERATON HOTEL
HAMILTON, ONT.
ROYAL CONNAUGHT
Ballroom accommodates 800 persons, Sheraton Room, 650. Many other air-conditioned function rooms. Superb food, complete facilities.
400 rooms from $5.85 up
A. MICHAEL O'BRIEN
Manager

SHERATON HOTELS
U. S. A.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel
SAN JOSE
AKRON
INDIANAPOLIS
FRENCH LICK, IND.
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, ONT.
HAMILTON, ONT.

Air Conditioning: Some bedrooms, some banquet rooms
Convention Rates: Single: 5.75-8.50; Double: 10.75-13.50, European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00
Charges for Exhibit Areas: 10.00 to 50.00
Net Exhibit Space: 2,500 sq. ft. on one floor, partially included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Yes

MUSKOKA

Railroads: Can. Nat.

Bigwin Inn

Bigwin Post Office (Phone: Huntsville 740)

Manager: Frank S. Leslie
Convention Season: June to September 10
Largest Group Accommodated: 600 (300 rooms available)
Convention Rates: Single: 12.00 to 17.00; Double: 20.00 to 28.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, bowling, swimming, boating

NIAGARA FALLS

Railroads: Can. Nat.; Wab.; N.Y.C.; N. St. C. & T.

Sheraton-Brock (HSMA)

See Advertisement, Page 183

1685 Falls Avenue (Phone: Elgin 4-7441)

Manager: Albert A. Bonnett
Convention Season: All year
Largest Group Accommodated: 235 (235 rooms, 25 suites available)
Air Conditioning: All bedrooms, 1 banquet room
Convention Rates: Single: 5.50 to 13.50; Double: 8.50 to 17.50; Suites: 22.00 to 58.50, European
No. Mtg. Rms. & Capacity of Largest: 5 (475)
No. Banquet Rms. & Capacity of Largest: 5 (345)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Charges for Exhibit Areas: Variable
Net Exhibit Space: 8,000 sq. ft. on more than one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, blackboards, easels, projectors on rental basis
Stage: Available
Sports Facilities: Golf

OTTAWA

Railroads: Can. Nat.; C.P.; N.Y.C.
Airlines: TCA, CAI

CONVENTION BUREAU

Ottawa Tourist & Convention Bureau
70 Nicholas St. (2)
Gerald M. Geldert, Director

Chateau Laurier

See Advertisement, Page 179

Major's Hill Park (Phone: 2-6411)

Manager: C. A. Mann
Convention Season: All year—very large meetings not accepted during sessions of Federal Parliament
Largest Group Accommodated: 450 (250 rooms and 10 suites available)
Convention Rates: Single: 9.00-10.50; Double: 14.00-15.00; Suites: 26.00-31.50
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (800)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 15.00-100.00 for meeting rooms. No charge for banquets, other than price of meal
Net Exhibit Space: 7,152 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool in hotel, tennis and golf about 3 to 7 miles distant

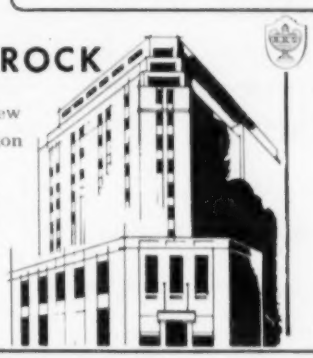
NIAGARA FALLS

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-BROCK

Dining room offers best view of Niagara Falls. Convention Hall for 500, four other function rooms for 40-300 persons. Beverage service now available.

300 rooms
ALBERT A. BONNETT
General Manager



TRADITION UP-TO-DATE. Huge improvement program has been completed. Toronto's finest hotel is better than ever — with air-conditioning, redecorating, new furnishings and new convention facilities. Fifteen banquet and meeting rooms, including Crystal Ballroom seating up to 1,000. The King Edward Sheraton is Canada's first name in conventions.

850 rooms

A. Gordon Cardy, *General Manager*

SHERATON *the proudest name in* HOTELS

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

ONTARIO
continued

TORONTO

Railroads: C.P.R.; Can. Nat.
Airlines: AAL, CPA, TCA

Canadian National Exhibition Buildings

Exhibition Park (EM 6-7551)
Manager: Ivan M. Brodie
Exhibit Areas: Automotive Building, 175,000 sq. ft.; Coliseum Arena, 23,500 sq. ft.; Coliseum East Annex, 75,000 sq. ft.; Coliseum West Annex, 75,000 sq. ft., Industry Building, 152,300 sq. ft.; Horticultural Building, 30,000 sq. ft.; Queen Elizabeth Exhibit Hall, 63,000 sq. ft.; Queen Elizabeth Theater, 1,325 seats
Rental Fees: Automotive Building, $1,200 per day, $500 per day for move-in and move-out time; Coliseum East Annex, $1,000 per day, $400 per day for move-in and move-out time; Coliseum West Annex, same rate as East Annex; Coliseum Arena, same rate as East Annex; Industry Building, same rate as Automotive Building; Horticultural Building, $700 per day, $350 per day for move-in and move-out time; Queen Elizabeth Exhibit Hall, $1,000 per day, $5 per day move-in & move-out, Queen Elizabeth Theatre $800 per day
Floor Load: Unlimited in all buildings except Horticultural which cannot take heavy machinery
P. A. System: Available in Automotive Building, Coliseum Arena, Industry Building
Ventilation: Exhaust fan system; Exhibit Hall—Mechanical Theater—air conditioning
Ceiling Height: 18 ft. to 60 ft.; Exhibit Hall, min 16' max 22'
Elevators and Capacities: One freight, 3 tons, in Coliseum East Annex and one in West Annex
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft., 14 ft. by 16 ft., 10 ft. by 12 ft.; Exhibit Hall, 12' x 15' & Theater, 12 x 12 stage door
Columns: Automotive Building, four rows, 8 in. by 10 in.; 8 ni. by 10 in. columns in Coliseum Arena and Annexes permit 10-ft. booths and 16 ft. aisles; columns in Industry Building permit 12-ft. booths and 16-ft. aisles; no columns in Horticultural Building
Utilities: 60 cycle AC and DC current
Loading Facilities: Railroad siding behind Coliseum buildings and within half mile of others; loading facilities at Industry Building and Horticultural Building
Storage Areas: Ample
Meeting Rooms and Capacities: One meeting room in Automotive Building; one in each Coliseum Annex, seat 60 each
Facilities for Food Functions: Dining room & lounge banquet for 500
Parking Facilities: 10,000 cars
Distance from Business District: Two miles

Reflecting the city's French-English quality, the internationally famous Sheraton-Mt. Royal offers an interesting cosmopolitan background for your convention. 1100 modern, well appointed guest rooms. The Main Ballroom accommodates 1200 for meetings, 1000 for banquets. Other function rooms accommodate from 10 to 1000 people.

George Cotterill, *Sales Manager* Gaston Sylvestre, *Convention Sales Manager*

SHERATON *the proudest name in* **HOTELS**

EASTERN DIV.
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

MIDWESTERN DIV.
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel Opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

PACIFIC DIV.
SAN FRANCISCO
LOS ANGELES
PASADENA

CANADIAN DIV.
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

King Edward Sheraton Hotel (HSMA)

See Advertisement, Page 183

37 King Street, East (Phone: Empire 8-7474)
Manager: A. Gordon Cardy
Sales Manager: J. F. Downey
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.85; Double: 11.85; Suites: 16.50, European
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17 (750)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 17,112 sq. ft. on two floors, included in meeting space
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available

Royal York Hotel (HSMA)

See Advertisement, Page 181

100 Front St., W. (Phone: EM 8-2511)
Manager: A. P. MacKinnon
Sales Manager: G. R. Street
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 9.50 to 12.50; Double: 13.00 to 16.00; Suites: from 23.00
No. Mtg. Rms. & Capacity of Largest: 24 (1,800)
No. Banquet Rms. & Capacity of Largest: 24 (900)
Group Meal Rates: Breakfast: 1.75; Lunch: from 2.50; Dinner: from 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if 50 or more bedrooms used
Charges for Exhibit Areas: 330.00 per day
Net Exhibit Space: 14,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, slide and movie projectors
Stage: Available

Seaway Hotel

894 Lakeshore Rd. (Phone: RO 6-4392)
Manager: Ben Orenstein
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 3 suites available
Air Conditioning: Yes
Convention Rates: Single: 8.50-9.50; Double: 11.00-12.50; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Yes
Charges for Mtg. Rms.: 25.00-75.00
Charges for Exhibit Areas: 150.00-300.00
Net Exhibit Space: 5,000 sq. ft. all on one floor
Audio-Visual Aids: 16mm projector, PA system, spotlights
Stage: Yes
Sports Facilities: swimming

WINDSOR

Railroads: C.N.; C.P.; C. & O.; E.T.; N.Y.C.; Wab.
Airlines: Guest, TCA

Prince Edward Hotel

385 Ouellette Ave. (Phone Clearwater 3-2481)
Manager: Armour J. Weir
Sales Manager: Syd Faulkner
Convention Season: All year

Largest Group Accommodated: 350 (250 rooms, 8 suites available)
Air Conditioning: 33 bedrooms
Convention Rates: Single: 6.00 to 9.00; Double: 9.00 to 12.00; Suites: 21.00 to 34.00
No. Mtg. Rms. & Capacity of Largest: 4 (700)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 15.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 2,200 sq. ft. on more than one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, film projectors
Stage: Available
Sports Facilities: Golf and swimming nearby

PRINCE EDWARD ISLAND

CHARLOTTETOWN

Railroads: Can. Nat.
Airlines: Maritime

The Charlottetown

See Advertisement, Page 179

Kent Street (Phone: 7371)
Manager: J. F. Pellerin
Convention Season: All year
Largest Group Accommodated: 166 (80 rooms, 3 suites available)
Convention Rates: Single: 5.50 to 7.00; Double: 9.00 to 11.00; Suites: 15.50 to 23.50. European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.00
Charges for Mtg. Rms.: 5.00 to 15.00
Net Exhibit Space: Only space in meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golfing, tennis

QUEBEC

MONTREAL

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H., M. & S.C.
Airlines: CPA, EAL, NEA, TCA

AUDITORIUM

Show Mart

1650 Berri St. (Phone: PL 1717)
Manager: Wilfrid Morin
Exhibit Areas: Exhibition Hall 150' x 500', 75,000 sq. ft.
Rental Fees and Services: $15,000; standard booth skeleton supplied and erected, include light, heat, janitor and guard service
Floor Load: 100 lbs. per sq. ft.
Ventilation: Forced
Ceiling Height: Center of hall (420 x 80) 35' ceiling, under mezzanine 11'
P. A. System: Yes
Dimensions, Opening to Exhibit Hall: 16 x 11 and 12 x 10
Columns, Location and Dimensions: 40 columns 18" x 18" under mezzanine
Current and Utilities Available: AC current, water, TV, telephone
Loading Facilities: Unload directly on floor
Location, Size of Storage Areas: 5,000 sq. ft. in basement
Number of Meeting Rooms and Capacities: One room, 200 people
Facilities for Food Functions: Dining room 250
Parking Facilities: 400 cars
Distance from Business District: 10 minutes from hotels

Laurentien Hotel

(Phone: UNiversity 6-4571)

Gen. Manager: J. Gordon McMichael
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms available)
Convention Rates: Single: 7.35 to 9.50; Double: 10.35 to 12.50; Suites 16.70 to 35.00
No. Mtg. Mrs. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75 to 3.75; Dinner: 2.75 to 4.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Charges for Banquet & Mtg. Rms.: 50.00 per day
Net Exhibit Space: 3,000 sq. ft. on one floor

The Queen Elizabeth

See Advertisement, Page 185

900 Dorchester Blvd., West (Phone: UNiversity 1-3511)
Manager: Donald M. Mumford
Director of Sales: Thomas H. McAlevey
Convention Season: Beginning spring 1958, all year
Largest Group Accommodated: 2,000 (750 rooms, 40 suites available)
Air Conditioning: Yes
No. Mtg. Rms. & Capacity of Largest: 89 (4,000)
No. Banquet Rms. & Capacity of Largest: 89 (4,000)
Liquor: Served in hotel
Net Exhibit Space: 1,500 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Sheraton-Mt. Royal (HSMA)

See Advertisement, Page 184

Peel St. (Phone: PL 7777)
Manager: Garner A. Havers
Convention Manager: Gaston Sylvestre
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms, 25 suites available)
Air Conditioning: Many bedrooms, most banquet and meeting rooms

LE REINE ÉLIZABETH

Opening Soon...The Latest Word in Convention Sites!

THE QUEEN ELIZABETH

MONTREAL, CANADA

When the Queen Elizabeth, Canada's newest and finest hotel opens next spring, you and your group are assured of the most efficient handling, gracious service and the ultimate in convention facilities. 21 stories high, this magnificent hotel will have 15,000 square feet of exhibit space, 23 sample or meeting rooms, accommodate up to 3,000 in a single meeting—or 2,000 for a banquet, and 1,216 spacious guest rooms with individually controlled electronic heating and air-conditioning.

Delegates attending conventions at The Queen Elizabeth will thoroughly enjoy visiting distinctively different Montreal where British Institutions and French traditions blend in a unique combination. Make your arrangements now! Be among the first in this grand hotel.

Opening Spring, 1958

THE QUEEN ELIZABETH

(A C.N.R. Hotel)

MONTREAL, CANADA

Operated by Hilton of Canada Limited

For information prior to opening: Suite 101, International Aviation Building, Montreal, Canada. Telephone: UNiversity 1-3511, or Joseph T. Case, Sales Manager, Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y. Telephone: MUrray Hill 8-2240.

compliment

We consider the selection of Mont Tremblant Lodge as the site of the recent Commonwealth Conference of Finance Ministers a decided compliment. Our ability to play host to such a distinguished group is a tribute to the depth of our Staff's experience as well as an acknowledgment of the caliber of our standards for accommodations, food and service.

To the representatives of the following Members of the British Commonwealth our sincere thanks . . .

Australia	Malaya
Canada	New Zealand
Ceylon	Pakistan
Ghana	Rhodesia
India	South Africa

United Kingdom

Mont Tremblant Lodge

90 miles north of Montreal

CLUB & COTTAGES

Mont Tremblant, P.Q. Canada

Siegfried Faller, Jr., Sales Mgr.
Telephone: St. Jovite 83

FRENCH CANADA . . .
First Choice for SUCCESSFUL CONVENTIONS

The Manoir Richelieu
AND COTTAGES
MURRAY BAY, QUEBEC

Superb resort living for groups up to 600, all-inclusive rates . . . come in June, late August or September.

In the pine-scented Laurentians overlooking the St. Lawrence . . . large Casino for meetings and dancing. Championship golf, tennis, Lido beach, heated saltwater pool, excellent fishing. Superb cuisine.

Write for detailed Convention brochure to H. M. Costello, Convention Dept., Box 100, Montreal, Canada.

A DIVISION OF CANADA STEAMSH

QUEBEC

Montreal continued

Convention Rates: Single: 6.35 to 9.85; Double: 9.35 to 11.85; Twins: 10.85 to 13.35; Suites: 19.00 to 44.00
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 16,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, skiing nearby

Windsor Hotel (HSMA)

Dominion Square (Phone: University 6-9611)
President: Maxime Raymond
Gen. Manager: Albert R. Frossard
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 50 suites available)
Air Conditioning: Some bedrooms, banquet rooms
Convention Rates: Single: from 8.00; Double: from 10.00; Suites: from 18.00
No. Mtg. Rms. & Capacity of Largest: 20 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (800)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 3.00; Dinner: from 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 to 700.00
Net Exhibit Space: 35,175 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis nearby

MOUNT TREMBLANT

Railroads: C.P.

Mont Tremblant Lodge (HSMA)

See Advertisement, Page 186

(Phone: St. Jovite 83)
Pres. & Mng. Dir.: Mrs. Joseph B. Ryan
Convention Season: June 15 to Oct. 15, Dec. 19 to Apr. 15
Largest Group Accommodated: 300 (183 rooms available)
Convention Rates: Single 14.00; Double: 24.00 American
No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Liquor: Served in bars only
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,263 sq. ft.
Audio-Visual Aids: 16mm sound projector, screen, blackboards, PA system
Stage: Available
Sports Facilities: Skiing, swimming, putting green

MURRAY BAY

Railroads: C.N.

Manoir Richelieu (HSMA)

See Advertisement, Page 186

(Phone: La Malbaie 300)
Manager: Lewis P. Beers
Sales Manager: H. M. Costello
Convention Season: June, late Aug. and Sept.
Largest Group Accommodated: 600 (311 rooms, 11 suites available)
Convention Rates: Single: 16.00; Double: 32.00; Parlors: 16.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 1 (700)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 12,954 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm projector
Stage: Available
Sports Facilities: Golf, fishing, swimming putting, croquet, lawn bowling, riding, horseshoes, tennis

QUEBEC

Railroads: C.P.; C.N.; Q. Cent.; Q.R.L. & P.
Airlines. TCA, Quebecair

AUDITORIUM

Exhibition Park

(Phone: 5-5120)
Manager: Emery Baucher
Exhibit Areas: Commercial Building, 40,000 sq. ft.; Industrial Pavilion, 15,000 sq. ft.; Agricultural Pavilion, 51,000 sq. ft. on two floors
Rental Fees: On application. No services included
Floor Load: Unlimited. **Ventilation:** Forced
Ceiling Height: from 15 to 60 ft.
PA System: Available on rental
Dimensions, Opening to Exhibit Hall: Sufficient to take care of any load
No. of Elevators and Capacity: One-1,500 lbs. in Agricultural Pavilion
Columns, Locations and Dimensions: None in Exhibit area
Utilities Available: Electricity, water and drain
Loading Facilities: Excellent
Railroad Sidings: Nearby on ground
Locations of Storage Buildings: 8 to 10 sheds, 20 & 100 each
Number of Meeting Rooms and Capacities: Agriculture Pavilion: Three, 30 each
Facilities to Handle Food Functions and Banquet Capacity: Lunch counter; banquet for 600 can be arranged
Parking Facilities: 3,000 cars
Distance from Business District: One mile

Chateau Frontenac

See Advertisement, Page 181

Des Carrieres St. (Phone: 2-3861)
Manager: G. J. Jessop
Convention Season: All year, except July 1 to Sept. 15
Largest Group Accommodated: 700 (300 rooms and 15 suites available)
Convention Rates: Single: 5.50 to 13.00; Double: 8.50 to 20.00; Suites: 20.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 8 (700)
Group Meal Rates: Breakfast: from .85; Lunch: from 1.60; Dinner: from 1.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None for meeting rooms, if convention consists of 200 or more persons
Audio-Visual Aids: 35mm sound projector, 16mm filmosound projector, 16mm silent projector, slide projectors

MONTREAL

ANOTHER DISTINGUISHED SHERATON HOTEL

THE LAURENTIEN

Located in the heart of the city, overlooking Dominion Square Park, the sleek Laurentien is one of Canada's most modern hotels. 1,100 rooms. Co-headquarters with the Sheraton-Mt. Royal for Montreal's largest conventions.

1100 rooms
CRANDALL E. LOCKHART
General Manager

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel
opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel
opens 1958
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Hotel Saint Louis

33 St. Louis St. (Phone: LA 2-2771)
Manager: Henri J. Gohier
Convention Season: All year, except July and August
Largest Group Accommodated: 200 (80 rooms, 4 suites available)
Convention Rates: Single: 6.00; Double: 9.00-10.00; Suites: 14.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, golf, skiing, skating, tobagganning, boating

STE. ADELE

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H.; M. & S.C.—all to Montreal

The Chantecler (HSMA)

(Phone: CApital 9-3555)
Manager: A. E. Marin
Sales Manager: George W. Powell
Convention Season: Labor Day to pre-Christmas; Jan. 7-31; mid March-June 30
Largest Group Accommodated: 152 (70 rooms, 6 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 10.00 to 16.00; Double: 10.00 to 13.00; Suites: 15.50 to 20.00
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 4 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included as meeting room if desired
Audio-Visual Aids: PA system, spotlight, 16mm sound and 35mm slides, projectors
Stage: Available
Sports Facilities: Fishing, swimming (year round), tennis, golf, riding, boating, skiing, curling, skating

Le Montclair Inn & Cottages

(Phone: Capital 9-3541)
Manager: Nelson Magny
Convention Season: Jan., Mar to June, Oct. to Dec.
Largest Group Accommodated: 175 (84 rooms, 4 suites available)
Convention Rates: Single: 9.50-14.50; Double: 10.00-11.50, American
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Skiing, swimming, golf, boating, fishing, tennis, riding

STE. AGATHE DES MONTS

Railroads: C. N.; C. P.

Laurentide Inn

(Phone: 391)
Manager: Kenneth W. Harrison
Sales Manager: John C. Mill
Convention Season: All year, except Dec. and Jan.
Largest Group Accommodated: 125 (60 rooms, 2 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 14.00; Double: 24.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 1 (106)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Golf, tennis, riding, swimming, fishing, winter skiing, skating

The Manor House (HSMA)

(Phone: 420)
Manager: Joseph B. Laing
Convention Season: All year except Feb., July, Aug.
Largest Group Accommodated: 125
Air Conditioning: 10 bedrooms
Convention Rates: Single: 12.00 to 15.00; Double: 18.00 to 24.00
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, 16mm sound projector
Stage: Available
Sports Facilities: All summer and winter sports; golf 20 minutes from hotel

STE. MARGUERITE STATION

Railroads: Can. Pac.

Alpine Inn (HSMA)

See Advertisement, Page 187

Ste Marguerite Station (Phone: Ste Marguerite 106)
President: Vernon G. Cardy
Manager: H. F. Gibson
Convention Season: All year except July and Aug.
Largest Group Accommodated: 200
Air Conditioning: Entire hotel
Convention Rates: Single: from 15.00; Double: from 24.00; Suites: from 20.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.00; Dinner: 3.50 plus 5% tax
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,740 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Platforms
Sports Facilities: Golf, putting green, tennis, skating, heated swimming pool

Chalet Cochand (HSMA)

Ste. Marguerite Stn. (Phone: 802 or 85-W)
Manager: Louis Cochand
Sales Manager: Peter Aird
Convention Season: April 1-July 1, Sept. 15-Dec. 15
Largest Group Accommodated: 130 (72 rooms, 7 suites available)
Convention Rates: Single: 10.00 to 15.00; Double: 9.25 to 13.50; Suites: 11.50 to 15.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (125)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 2.75 to 3.50
Liquor: Served in hotel
Net Exhibit Space: 900 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm projectors, blackboards
Stage: Available
Sports Facilities: Complete winter and summer sports

TADOUSSAC

Railroads: C.N.R.—to Murray Bay, then bus or C.S.L. steamer

Tadoussac Hotel

(Phone: 20)
Manager: Carl A. Bodensieck
Convention Season: End of June, early July, end of Aug.
Largest Group Accommodated: 225 (135 rooms, 4 suites available)
Convention Rates: Single: 12.00-15.00; Double: 24.00-28.00; Suites: 36.00
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (225)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,200 sq. ft.
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Golf, tennis, swimming pool, lawn bowling, putting green, fishing, billiard room, ping pong, shuffleboard

SASKATCHEWAN

▶ CLOSED-CIRCUIT TV
▶ STAGING
▶ TELEMATION
▶ TelePrompTer SERVICE

Anywhere in Canada, through the facilities of . . .

TELEPROMPTER
OF CANADA LIMITED

447 Jarvis Street, Toronto WAlnut 2-2105

The Alpine Inn, Canada's showpiece Hotel in the beautiful Laurentian Mountains, offers you the finest facilities for your meeting and convention.

For information and reservation, apply **THE ALIPHE INN,** Ste Marguerite Station, Que., CANADA.

New York Representative: William P. Wolfe Organization, 500 Fifth Avenue, Tel. LOngacre 5-1114.

Canada's *Only* Completely Air-Conditioned Year-Round Resort

THE ALPINE INN
And Cottages
A Cardy Hotel

52 MILES NORTH OF MONTREAL

Every room completely air-conditioned
Telephone in each room.
Bedroom occupancy: 205
Dining Room seating capacity: 212
Meeting Rooms accommodate 110 and 280
P.A. System throughout the Building
Projector 16 mm.
Food prepared by prizewinning chefs
Music and Dancing Nightly
DOW JONES Financial News Ticker
Centrally heated and sprinkler protected
9-Hole Golf Course, Spring-fed Swimming Pool, Putting, Croquet, Quoits, Tennis, Skating, Ski School, Ski-tow, Ski shop.
Free parking for 200 cars.

SASKATCHEWAN
continued

REGINA

Railroads: C.P.; C.N.
Airlines: CPA, TWA

Hotel Saskatchewan

Victoria & Scarth Sts. (Phone: LA 2-7691)
Manager: E. C. Fitt
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Convention Rates: Single: 8.50 to 11.50; Double: 12.50 to 15.50; Suites: 20.50 up. European
No. Mtg. Rms. & Capacity of Largest: 11 (400)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Liquor: With permit only
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,363 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, swimming

SASKATOON

Railroads: C.P.; C.N.
Airlines: CPA, TCA

Bessborough Hotel

See Advertisement, Page 179

Spadina Cresent (Phone: 5521)
Manager: H. J. Gunning
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Convention Rates: Single, from 7.00-10.00; Double: 9.50-13.00; Suites: from 18.00
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 2.75
Liquor: Permit for liquor can be obtained
Charges for Mtg. Rms: 7.00 to 125.00 depending on size
Charges for Exhibit Areas: 125.00
Net Exhibit Space: 3,448 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Expect Big Sales Gains ...when HAWAII is your prize

Fun Headquarters Waikiki Beach

You can expect big sales gains from your incentive program when you look to the lure of HAWAII—the world's most exciting, inviting incentive travel area.

For your salesmen (and their wives), the magic name of Hawaii holds the enchantment of tropic isles, fascinating folkways and superb sightseeing, the friendliest of all climates and peoples, a memorable vacation in a matchless setting . . . everything a travel reward should be.

MAGNIFICENT INCENTIVE—For you, Hawaii provides a magnificent incentive at moderate cost, a made-to-order theme for your promotion, facilities for sales meetings, sales aids to help carry out your campaign . . . everything an effective incentive program requires.

LOW COST—HIGH ADVENTURE—Modern hotel accommodations, meals and tours to all the islands are surprisingly low in cost. Plan your program for any time of the year because Hawaii is delightful all year 'round.

For colorful literature to help you plan your program and spark your sales force, write to:

HAWAII VISITORS BUREAU

Convention Department — 2051 Kalakaua Avenue — Honolulu, Hawaii, U.S.A.

U. S. ISLAND POSSESSIONS

HAWAII

HONOLULU

Airlines: Aloha, CPA, HAL, JAL, NWA, PAA, UAL

Edgewater Hotel (HSMA)

2168 Kalia Rd. (Phone: 99-6464)
Manager: Jim Kanefler
Sales Manager: Jack Gillett
Convention Season: All year
Largest Group Accommodated: 400 (180 rooms, 12 suites available)
Convention Rates: Single: 6.00; Double: 8.50 to 14.00; Suites: 16.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 2.00 to 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Audio-Visual Aids: PA system, spotlights
Stage: Available

Halekulani Hotel

2199 Kalia Rd. (Phone: 9-0934)
Manager: Richard K. Kimball
Sales Manager: Henry Rittmeister
Convention Season: May, June, Sept. to Nov.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: 8.00-14.00; Double: 10.00-16.00; Suites: 18.00-24.00
No. Mtg. Rms. & Capacity of Largest: 1 (125)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm sound projector, PA system, spotlights
Stage: Yes
Sports Facilities: Watersports, tennis, golf

Hawaiian Village Hotel

See Advertisement, Page 42

2005 Kalia Road (Phone: 994321; Telegraph: Hawaii Kai)
Manager: Joseph Mogush
Sales Manager: John Leith
Convention Season: All year
Largest Group Accommodated: 1,500 (750 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00 to 22.00; Double: 12.00 to 40.00; Suites: 30.00 to 65.00. European
No. Mtg. Rms. & Capacity of Largest: 11 (2,000)
No. Banquet Rms. & Capacity of Largest: 11 (2,000)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.25
Charges for Mtg. Rms.: None if meals included
Liquor: Served in hotel
Charges for Exhibit Areas: 25% of sub leases
Net Exhibit Space: 17,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Five swimming pools, water skiing, surfboarding, outriggers, canoes, catamaran sailing, skin diving, volley ball, paddle tennis, shuffleboard

Moana Hotel

Waikiki Beach (Phone: 93456; Telegraph: Moana Hotel)
Manager: H. C. Donnelly
Sales Manager: W. H. Charlock III
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: To Jan. 15, 1958—Single: 10.00; Double: 12.00. After Jan. 16—Single: 12.00; Double: 14.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 50.00—none if hotel is headquarters
Charges for Exhibit Areas: 15.00 to 50.00—none if hotel is headquarters
Net Exhibit Space: 1,152 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, surfing, canoeing, catamaran rides, golf, horseback riding

Princess Kaiulani Hotel

Waikiki Beach (Phone: 996-1[illegible]1; Telegraph: Princeskai)
Manager: J. Filoni
Sales Manager: W. H. Charlock III
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 1 suite available)
Convention Rates: To Jan. 15, 1958—Single: 10.00; Double: 12.00; Suites: from 35.00. After Jan. 16—Single: 12.00; Double: 14.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (450)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: None if convention headquarters
Net Exhibit Space: 1,152 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, projectors available from private firms
Stage: Available
Sports Facilities: Swimming pool, tennis, horseback riding, diving, surfing, canoeing, catamaran riding, golf

Reef Hotel

2169 Kalia Road (Phone: 99-6464; Telegraph Reefhonolulu)
Manager: Roy C. Kelley
Sales Manager: Jack Gillett
Convention Season: All months except Feb., March, July, August
Largest Group Accommodated: 423 (150 rooms, 12 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 8.00 to 12.00; Double: 10.00 to 18.00; Suites: 24.00 to 35.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 8 (800)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 35.00 per booth
Audio-Visual Aids. PA system, spotlights, screen
Stage: Available
Sports Facilities: All water sports, golf, tennis

Royal Hawaiian Hotel

Waikiki Beach (Phone: 90511; Telegraph: Royalhotel)
Acting Manager: Roy Brandt
Sales Manager: William H. Charlock III
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 25 suites available)
Air Conditioning: Suites, banquet halls
Convention Rates: To Jan. 15, 1958—Single: 20.00; Double: 22.00. After Jan. 16—Single: 22.00; Double: 24.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if headquarters
Charges for Exhibit Areas: No charge if headquarters
Net Exhibit Space: 2,448 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights; projectors available from private firms
Stage: Available
Sports Facilities: Tennis, swimming, surfing, canoeing, catamaran riding, golf, volleyball

Surfrider Hotel

(Phone: 9-3456)

Manager: H. C. Donnelly
Sales Manager: F. E. Laughlin
Convention Season: All year
Largest Group Accommodated: 100
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 50.00
Charges for Exhibit Areas: 15.00 to 50.00
Audio-Visual Aids: Spotlights
Sports Facilities: Swimming

Waikiki Biltmore Hotel

See Advertisement, Page 135

2424 Kalakaua Ave. (Phone: 99-6432; Telegraph: Biltmore)

Manager: Steen Weinold
Convention Season: All year
Largest Group Accommodated: 500 (246 rooms, 3 suites available)
Convention Rates: Single: 10.00; Double: 12.00; Suites: 50.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: .90; Lunch: from 1.25; Dinner: from 1.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meal served
Charges for Exhibit Areas: 15.00 to 25.00
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, bowling, surf board riding, outrigger canoe riding, catamaran rides

PUERTO RICO

Meeting in HONOLULU?

Fly the RADAR Line

UNITED AIR LINES

Less time en route . . . smoother flying and greater on-time dependability . . . service from most major cities.

For convention and post-convention tour planning, call or write M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

New facts about Puerto Rico for Convention Managers

Three reasons why more and more conventions, sales meetings and post-convention tours are being held in Puerto Rico.

New Hotel and Meeting Facilities. The Caribe Hilton's new 100-room wing opens October 15th. It will be inaugurated by a Westinghouse group of 1200 conventioneers. More meeting rooms and exhibit space will be made available to larger groups by the opening of: The San Juan Intercontinental in January with 369 rooms; La Concha in August with 264 rooms; and Dorado Beach Hotel and Golf Course in October with 126 rooms.

Magnificent Recreation—In addition to historic sightseeing trips, Puerto Rico provides superb golf, swimming and deep-sea fishing. There are mountains to climb, gay night clubs and grand opera. The weather? It's springtime all year 'round!

Easy to get to—Puerto Rico is only 5½ hours by air from New York and less than 4 hours from Miami. Round-trip fares are now as low as $105 from New York! No passports or foreign currency are needed.

For full details on Puerto Rico as the site for your next convention, call MU 8-2960 in New York, or write: Dept. SM-10 Commonwealth of Puerto Rico, Department of Tourism, 579 Fifth Ave., New York 17, New York.

Organizations which have held meetings in Puerto Rico

General Electric	American College of Surgeons
Plymouth	Studebaker Corporation
John Deere Company	Joseph Schlitz Brewing Company
Buick	Hotpoint Sales Corporation

PUERTO RICO

continued

BARRANQUITA

El Barranquitas

Manager: Chester Layton
Sales Manager: Leo J. Ethier
Convention Season: All year
Largest Group Accommodated: 75 (30 rooms, 4 suites available)
Convention Rates: Apr. 16-Dec. 15—Single: 9.00-13.00; Double: 12.00-16.00; Suite: 18.00; Dec. 16-Apr. 15—Single: 10.00-14.00; Double: 13.00-17.00; Suite: 28.00
No. Mtg. Rms. & Capacity of Largest: 2 (75)
No. Banquet Rms. & &Capacity of Largest: 1 (75)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, tennis court, riding academy, pitch-put golf course

SAN JUAN

Air Lines: BWIA, CBA, DAL, EAL, PAA

Caribe Hilton Hotel

See Advertisement, Page 190

(Phone: 30030)

Manager: Alphonse W. Salome, Jr.
Sales Manager: Felix Alegria
Convention Season: All year, but only small groups accepted from Dec. through Easter.
Largest Group Accommodated: 420 (200 rooms and 10 suites available)
Convention Rates: Single: 12.00-14.00; Double: 16.00-18.00; Suites: 28.00-50.00
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinners: 5.00
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: 10.00 to 150.00
Net Exhibit Space: 3,478 sq. ft.
Audio-Visual Aids: 16mm and 35mm sound projectors, stereoptican machine, screens, film strip projector, PA system, spotlights
Sports Facilities: Swimming, tennis, golf, fishing, beach, pool

Condado Beach Hotel (HSMA)

Managing Director: James Weber
Resident Manager: Frederick E. Dieterle
Convention Season: All year, except Dec. 15-May 15
Largest Group Accommodated: 120 (from 25 to 60 rooms available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 11.00; Double: from 14.00
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: .85-1.50; Lunch: 1.75-3.00; Dinner: 4.00-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, screen
Stage: Available
Sports Facilities: Tennis, pool, volleyball, swimming, fishing

La Rada Hotel

Dr. Ashford Ave. (Phone: 3-2800; Telegraph: Larada San Juan)

Manager: Jose E. Alegria
Res. Manager: June Christensen
Convention Season: May 15-Dec. 1
Largest Group Accommodated: 112 (50 rooms, 6 suites available)

insure the success of your incentive program . . . with Happiness Journeys

travel "know-how"

Give them an unforgettable trip and they won't forget *you!* This "after the trip" enthusiasm is where Happiness Journeys' years of group travel experience pays *extra* dividends.

Nothing adds glamour to your incentive program like travel—and no one adds glamour to travel like Happiness Journeys.

Write for free brochure of the best values in incentive travel.

Incentive Division
Happiness Travel Service, Inc.
6 East Monroe St. • Chicago 3, Ill.

PICTURE YOUR SALES MEETING OR CONVENTION AT THE CARIBE HILTON

An exciting Caribbean holiday awaits you and your family at the glamorous Caribe Hilton in colorful San Juan . . . only three hours from Miami, five hours from New York.

Here, in an enchanting island setting, you will enjoy delightful days swimming in the ocean or pool (private beach and cabanas at front door), fishing, sailing and playing tennis. Evenings you'll dine and dance in the gay Club Caribe. The air-conditioned Caribe Hilton has 300 rooms, each with bath and ocean-view balcony. A new wing with 100 rooms will be ready in December 1957.

Plan now to visit The Caribe Hilton!

Travel does not involve passport, customs or currency exchange problems.

Caribe Hilton

SAN JUAN • PUERTO RICO • U.S.A.

For information or literature: Joseph T. Case, Sales Manager, Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y., Telephone MUrray Hill 8-2240.

After your Miami convention is adjourned vacation at the Caribe Hilton.

A Grand Award for Salesmen . . . it's a real sales incentive to spark any contest and make every man double his quota.

Air Conditioning: Entire hotel
Convention Rates: Single: 8.00 up; Double: 10.00 up; Suites: 18.00 up, European
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 1.00 up; Lunch: 2.50; Dinner: 5.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Sports Facilities: Swimming pool or beach, water skiing, boating, golf, tennis

Normandie Hotel

Manager: William C. Otero
Convention Season: All year, except Jan. 15 to Apr. 1
Largest Group Accommodated: (40 to 90 rooms and 6 suites available)
Convention Rates: Variable with size of groups
No. Mtg. Rms. & Capacity of Largest: 4 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: .75 to 1.50; Lunch: 1.25 to 2.75; Dinner: 2.00 to 4.50
Liquor: Served in hotel
Air Conditioning: 40 bedrooms
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: 16mm sound projector, screen, PA system, spotlights
Stage: Available
Sports Facilities: Beach, pool, fishing

San Juan Intercontinental

Manager: Harley Watson
Convention Season: All year
Largest Group Accommodated: 700 (369 rooms available)
Air Conditioning: Banquet rooms, bedrooms
No. Mtg. Rms. & Capacity of Largest: 4 (1,500)
No. Banquet Rms. & Capacity of Largest: 4 (1,500)
Liquor: Served in hotel
Audio-Visual Aids: Projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming, tennis

VIRGIN ISLANDS

ST. THOMAS

Airlines: BWAI, CBA, PAA
Steamships: P. & O.

Virgin Isle Hotel (HSMA)

(Phone: 690; Telegraph: Virgisle)

Manager: Henry L. Kimelman
Managing Director: Henry L. Kimelman
Convention Season: All year—except Dec. 20-Jan. 5 and Jan. 20-Mar. 20
Largest Group Accommodated: 170 (75 rooms, 8 suites available)
Air Conditioning: Banquet rooms
Convention Rates: May 1 to Nov. 30—Single: 19.00; Double: 29.00; Suites: 45.00-50.00. Dec. 1 to Apr. 30—Single: 24.00; Double: 36.00; Suites: 60.00 to 65.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Yes
Sports Facilities: Tennis, pool, golf, beach, deep sea fishing, snorkeling, water skiing, shuffleboard, sailing, ping pong

BRITISH WEST INDIES

BAHAMA ISLANDS

CAT CAY

Cat Key Club

See Advertisement, Page 191

Manager: William E. Brown
Convention Season: Easter to late May, early Dec. to late Jan.
Largest Group Accommodated: 80 (100 rooms available)
Convention Rates: 25.00 per person, American
No. Mtg. Rms.: 2
Liquor: Served at both Yacht Club and Kitten Key Bar
Audio-Visual Aids: 16mm projector & screen, PA system, spotlights
Sports Facilities: Golf, tennis, bath, swimming pool & skeet shooting

GRAND BAHAMA

Airlines: Mackey from Miami, Fort Lauderdale, West Palm Beach, BOAC from Miami, Nassau

Grand Bahama Club

West End (Phone: FRanklin 9-1832, Miami)
Manager: William J. Thomson
Sales Manager: Marian Harris
Convention Season: All year
Largest Group Accommodated: 130 (65 rooms, 12 suites available)
Convention Rates: Single: 6.50; Double: 10.00; Suites: 12.50
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.00 to 1.50; Lunch: 1.50 to 1.75; Dinner: 2.75 to 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 17,640 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Available
Sports Facilities: Game, reef and bone fishing, swimming, bicycling, tennis, skin diving

NASSAU

Airlines: BOAC, BWAI, Cubana, Mackey, PAA, TCA

British Colonial Hotel

See Advertisement, Page 192

Marlborough (Phone: 3301) (Telegraph: Britcol)

Plan to meet in **PUERTO RICO**
...and fly **EASTERN**

Only Eastern offers Golden Falcon DC-7B service between New York and Puerto Rico. Eastern provides daily first-class and aircoach service between Puerto Rico and New York, Washington, Chicago, Detroit, Cleveland, St. Louis, Indianapolis, Louisville, Atlanta, Tampa-St. Petersburg, Jacksonville, and Miami.

Leaders of groups of 15 or more are our guests. Ask about Eastern's ½-Fare Family Plan. Write or call Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N.Y. or your local Eastern Air Lines Office.

EASTERN Air Lines
95% OF THE NATION'S CONVENTIONS ARE HELD IN CITIES SERVED BY EASTERN

A PRIVATE, LITTLE ISLAND OF YOUR OWN For Your Next Meeting

More and more business executive heads are finding that "getting away from it all" by themselves in the *right* place to crack a "tough nut" or map out a company program is the soundest sort of business investment.

It would be difficult to find a "righter" place than Cat Cay out-of-season. The fact that Cat Cay is an island, its proximity to Miami (only thirty minutes by air), the absence of intra-island telephones, making almost impossible the interruptions and distractions which are the bane of so many conference sites, and the facilities for taking care of groups up to seventy-five, make Cat Cay little short of perfect for business meetings.

Work mornings, play the rest of the day, "sleep like a log" at night and return to the office rested and refreshed with your business problems licked.

Write: MANAGER, CAT KEY

P. O. BOX 1191
MIAMI, FLORIDA

Cat Key Club,
Cat Cay, Bahamas

BUSINESS CONFERENCE...
Nassau Style!

You'll GET MORE DONE on your conventions and sales meetings in Nassau . . . because you HAVE MORE FUN and relaxation during the hours in-between! Every sport under the sun . . . shopping and sightseeing for the whole family! Nassau is near, by plane and ship . . . and no passports are needed for American and Canadian citizens!

For Complete Information:

NASSAU, BAHAMAS, DEVELOPMENT BOARD

MIAMI: 1633-34 duPont Bldg. **NEW YORK:** 308 British Empire Bldg.
CHICAGO: 1210 Palmolive Bldg. **DALLAS:** Adolphus Hotel Arcade
TORONTO: 407 Victory Bldg.

BAHAMA ISLANDS
Nassau continued

Manager: Fred A. Muller
Sales Manager: E. Stuart Sharpe
Convention Season: May 1-January 31
Largest Group Accommodated: 425 (200 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 20.00; Double: 30.00; Suites: 40.00
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Conventions over 50 none
Charges for Exhibit Areas: Depends on displays
Audio-Visual Aids: PA system, spotlights, projector, screen
Stage: Available
Sports Facilities: Tennis, fresh water pool, private beach, par 3 golf course, putting green, water skiing, fishing, golf

Emerald Beach Hotel (HSMA)
See Advertisement, Page 193

(Phone: 5195) (Telegraph: EMBEACH)
Manager: Wesler T. Keenan
Convention Season: All year except Feb. and March
Largest Group Accommodated: 600 (10 rooms, 250 suites available)
Air Conditioning: Entire hotel
Convention Rates: May 1 to Nov. 30—Single: 20.00-24.00; Double: 36.00-40.00; Suites: 25.00 extra. Dec. 1 to Apr. 30—Single: 30.00-40.00; Double: 45.00-50.00; Suites: 35.00 extra
No. Banquet Rms. & Capacity of Largest: 2 (500)
No. Mtg. Rms. & Capacity of Largest: 2 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None

add the distinctive difference of foreign flavor to your convention

at The British Colonial — A GILL HOTEL

in the very heart of quaint

NASSAU BAHAMAS

★ EXCELLENT CONVENTION FACILITIES FOR 500
★ COMPLETELY AIR CONDITIONED
★ NASSAU'S GREATEST ARRAY OF NIGHTLY ENTERTAINMENT IN LA CAGE SUPPER CLUB, BRITANNIA BAR AND HONG KONG ROOM

Directly on two private beaches. 12-acre estate containing 9-hole Par 3 golf course, tennis courts, swimming pool, Bond Street Shopping Arcade. Next door to famous Bay Street. Golfing privileges at Bahamas Country Club. One hour by air from south Florida. No passports necessary for United States or Canadian citizens.

Write CONVENTION SALES MANAGER, GILL HOTELS
808 E. Las Olas Blvd., Fort Lauderdale, Florida

Audio-Visual Aids: PA system, spotlights, 16mm and slide projectors
Stage: Available
Sports Facilities: Beach, pool, tennis, putting, golf, fishing, boating

Fort Montagu Beach Hotel

(Phone: 3341)

Manager: John L. Cota
Convention Season: All year except Feb. 1 to March 1
Largest Group Accommodated: 360 (220 rooms, some suites available)
Air Conditioned: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Swimming pool, sea bathing, fishing, tennis, sailing, golf, putting, shuffleboard, bicycling, water skiing, archery, ping pong, skin diving

The Royal Victoria Hotel

Phone: 2831

Director of Sales: Peter H. Newcomb
Convention Season: All year except Feb., March, April
Largest Group Accommodated: 200 (84 rooms, 48 suites available)
Air Conditioning: 1 banquet room, all bedrooms
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm sound and silent projectors, PA system, spotlights
Sports Facilities: Swimming pool and nearby beach, golf, fishing, tennis

BERMUDA

Airlines: BOAC, BWIA, CUBANA, EAL, PAA, TCA
Steamships: Furness

The Bermudiana

(Phone: 1211)

Manager: Carroll F. Dooley
Convention Season: Sept., Nov. to March
Largest Group Accommodated: 300 (125 rooms, 26 suites available)
Air Conditioning: 45 bedrooms, banquet room
Convention Rates: Single: 15.00 to 20.00; Double: 24.00 to 40.00; Suites: 17.00 to 24.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm and 32mm projectors
Stage: Available
Sports Facilities: Sailing, fishing, cycling, swimming, golf, tennis

The Castle Harbour

(Phone: 7661)

Manager: Howard F. Hohl
Convention Season: All year, except Easter season
Largest Group Accommodated: 500 (300 rooms, 10 suites available)
Air Conditioning: Banquet rooms
Convention Rates: March to May—Single: 22.00-32.00; Double: 34.00-50.00; Suites: 65.00-120.00. June to Feb.—Single: 20.00-30.00; Double: 32.00-48.00; Suites: 65.00-120.00
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,660 sq. ft.
Audio-Visual Aids: Slide and movie projectors PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, beach, fishing, golf, tennis, shuffleboard

Elbow Beach Surf Club

(Phone: 4301; Telegraph: Elbow Beach)

Manager: E. R. Hetland
Sales Manager: Phillips Payson
Convention Season: All year—prefer Nov. to March
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: 60 bedrooms, banquet rooms
Convention Rates: Nov. 15 to Mar. 1—Single: 20.00; Double: 14.00-20.00; Suites: 20.00-22.50. Mar. 1 to Nov. 15—Single: 26.00; Double: 17.00-20.00; Suites: 20.00-22.50. Modified American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm sound, 35mm slide projectors
Stage: Available
Sports Facilities: Tennis, shuffleboard, private beach, gameroom

Mid Ocean Club

Phone: 7111

Manager: Anthony Ross
Convention Season: June to March
Largest Group Accommodated: 68 (30 rooms, 4 suites available)
Air Conditioning: 10 bedrooms
Convention Rates: Single: 18.00-22.00; Double: 34.00-38.00; Suites: 20.00 extra. American
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Yes
Sports Facilities: Golf, tennis, sailing, fishing, skin diving, water skiing, cycling

JAMAICA

KINGSTON

Airlines: Avianca, BOAC, KLM, PAA, TCA

Myrtle Bank Hotel

Kingston (Phone: 4681)

Manager: S. G. Levy
Convention Season: All year
Largest Group Accommodated: 205 (100 rooms available)

Wesler T. Keenan, General Manager. Offices: New York, Circle 7-7946; Chicago, WHitehall 4-7077; Cleveland, SUperior 1-0420; Washington, D.C., MEtropolitan 8-3492; Miami, FRanklin 9-7852.

now you can MEET in Jamaica!

PREMIERE SEASON

ARAWAK HOTEL

COMPLETELY AIR-CONDITIONED

MAMMEE BAY, OCHO RIOS, JAMAICA, B.W.I.

Sam G. Levy, Gen'l Mgr.

Now—for your conference—all the special charm of Jamaica dramatized in one new, complete-in-itself resort hotel—the ARAWAK ...designed with meetings in mind! Entirely air-conditioned, with 176 balconied guest rooms; flexible, modern meeting rooms, advanced equipment and convention trained staff; 700-foot Caribbean beach, free form pool, tennis courts, putting greens, yacht anchorage, Freeport Shoppe, fine dining rooms and cocktail lounges; and the spectacular LIMBO ROOM Night Club.

Brochure and literature available on request. For information:

New York: Leonard Hicks, Jr. & Associates
65 West 54th Street • Circle 7-6940

Miami: Jim Mills & Associates
Congress Building • FRanklin 9-1403

JAMAICA
Kingston continued

Convention Rates: From 11.00 per person, American
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Sports Facilities: Swimming, fishing, riding, golf, tennis, badminton

MONTEGO BEACH

Airlines: Avensa, Aviance, BOAC, BWIA, DAL, PAA, TCA

Bay Roc Hotel

Montego Bay (Phone: 2181)
Manager: Donald deLisser
Convention Season: All year except Feb. & Mar.
Largest Group Accommodated: 140 (68 rooms and 2 suites available)
No. Mtg. Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Spotlights
Sports Facilities: Golf, tennis

Half Moon Hotel

Montego Bay (Phone: 2141) (Halfmoon)
Manager: Harold H. DeLisser
Convention Season: All year
Largest Group Accommodated: 176 (86 rooms, 86 suites available)
Convention Rates: May to Nov.—Single: 16.00; Double: 30.00; Suites: 40.00. Dec. to April—Single: 25.00; Double: 35.00; Suites: 60.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Sports Facilities: Tennis, golf, shuffleboard, water skiing, dancing, deep sea fishing, horseback riding, crocodile shooting

Montego Beach

Montego Bay (Phone: 2101)

Manager: M. P. Archibald
Convention Season: All year
Largest Group Accommodated: 135 (65 rooms available)
Convention Rates: From 14.00 per person—Dec. to April. From 30.00 per person—April to Dec. American
Liquor: Served in hotel
Sports Facilities: Swimming, boating, tennis, badminton, golf, fishing

OCHO RIOS

Arawak Hotel

See Advertisement, Page 193

Mammee Bay (Phone: St. Ann's Bay 333)
Gen. Manager: Sam Levy
Convention Season: End of April through December
Largest Group Accommodated: 325 (176 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Dec. 15-Jan.—Double: 55.00; Apr. 15-Dec. 15—Double: 33.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, projector
Stage: Yes
Sports Facilities: Tennis, swimming, winter sports

Tower Isle Hotel

(Phone: Ocho: Rios 271-273)

Manager: Don Bardowell
Convention Season: April to June, September to November
Largest Group Accommodated: 216 (100 rooms available)
Convention Rates: 14.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 1 (350)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Group Meal Rates: Breakfast: 1.75; Lunch: 3.00; Dinner: 3.50
Liquor: Yes
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA systems, spotlights
Stage: Yes
Sports Facilities: Deep sea fishing, golf, horseback riding, swimming, badminton, tennis

CUBA

HAVANA

Airlines: BNF, BOAC, BWIA, CMA, Cubana, DAL, KLM, LAV, NAL, PAA, "Q"
Steamships: P. & O.

Habana Hilton

See Advertisement, Page 194

Manager: Jose Menendez
Sales Manager: Sidney A. Kirk
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: Yes
No. Mtg. Rms. & Capacity of Largest: 7 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (1,200)
Group Meal Rates: Breakfast: 2.50; Lunch 3.50; Dinner: 6.00
Liquor: Yes
Audio-Visual Aids: All types and sizes of film projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, golf, deep-sea fishing

Opening Spring 1958

THE LARGEST CONVENTION HOTEL IN THE CARIBBEAN

habana hilton

HAVANA • CUBA

COMPLETELY AIR-CONDITIONED

- 630 air-conditioned rooms all with private balcony for dining and entertaining
- Meeting rooms for 100 to 1850
- Banquet facilities for 50 to 1300
- Swimming pool and Cabana Club with outdoor dining terrace
- Casino
- Golf privileges
- No passport or currency problems
- Exciting night life

Now is the time to plan next year's convention in gay Havana . . . one of the world's most fabulous cities. Only 4½ hours from New York by air.

For information or literature write:

Joseph T. Case, Sales Manager, Hilton Hotels International, The Waldorf-Astoria, New York 22, N.Y. Tel: MU 8-2240.

Havana Riviera

HOTEL, CABANA CLUB & CASINO

Havana in the Grand Manner—
in Cuba's newest luxury hotel...
the **HAVANA RIVIERA**...
Vedado on the Malecon,
Havana, Cuba!
Completely air-conditioned,
with 400 luxurious rooms,
each with ocean view...
with Olympic pool, 75 cabanas,
Solaria and Health Club,
Golf at exclusive Country Club,
elegant dining rooms,
spectacular Copa Night Club,
magnificent casino, coffee shop,
cocktail lounge, and
Doble o Nada Bar,
the **HAVANA RIVIERA** offers
a whole new world of pleasure
in one of the most fascinating
cities in the world!
Designed with group meetings
in mind also, it offers spacious
meeting rooms that will flexibly
and comfortably accommodate
from 50 to over 500!

OPENING DECEMBER 10th **HAVANA IN THE GRAND MANNER!**

Interiors designed and furnished by Albert Parvin and Company, Los Angeles.

For complete information write or wire: **JIM MILLS & ASSOCIATES:** Miami: Congress Building • FRanklin 1-2573
LEONARD HICKS, JR. & ASSOCIATES: Chicago: 505 N. Michigan Ave. • MOhawk 4-5100 / New York City: 65 West 54th Street • Circle 7-6940 / Washington, D.C.: 1145 19th St., N.W. • EXecutive 3-6481 / Cleveland: Hotel Cleveland • PRospect 1-7827
JOHN A. TETLEY CO.: Los Angeles: 3440 Wilshire Blvd. • DUnkirk 8-1151 / San Francisco: Fairmont Hotel • DOuglas 2-2022

CUBA

Havana continued

Havana Riviera

See Advertisement, Page 195

Vedado on the Malecon (Phone: FRanklin 1-2573 in Miami)

Manager: T. James Ennis
Sales Manager: Jim Mills
Convention Season: Opening on December 10th, 1957, will be open year-round
Largest Group Accommodated: 550
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 7 (530)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 4,200 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Ocean bathing, swimming pool, fishing

Hotel Nacional de Cuba (HSMA)

Calles 21 (Phone: U-8981; Telegraph: Nachotel)

Manager: Anthony J. Vaughn
Sales Manager: Julio Fernández
Convention Season: All year
Largest Group Accommodated: 650 (400 rooms, 48 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: from 2.00; Lunch: from 3.50; Dinner: from 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming pool, shuffle board

Sevilla-Biltmore Hotel

On the Prado (Phone: M-9961)

Manager: Alex Gracia
Sales Manager: Leo J. Ethier
Convention Season: All year except Feb. and Mar.
Largest Group Accommodated: 300 (150 rooms, 3 suites available)
Air Conditioning: 100 bedrooms
Convention Rates: Apr. 16-Dec. 15.—Single: 7.00 to 10.00; Double: 10.00 to 15.00; Suites: 24.00 to 36.00. Dec. 16-Apr.15—Single: 12.00 to 15.00; Double: 18.00 to 24.00; Suites: 44.00 to 62.00
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.75; Dinner: 5.50 and up
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm projector, screen, PA system, spotlights
Stage: Yes

VARADERO BEACH

Airlines: BOAC, BWIA, Cubana

Hotel Varadero Internacional

(Phone: 260; Telegraph: Varain)

Manager: T. James Ennis
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: May to Dec. 15—Single: 11.00-15.00; Double: 13.00-17.00; Suites: 30.00-50.00. Dec. 15 to Apr. 30—Single: 23.00-25.00; Double: 27.00-30.00; Suites: 30.00-45.00. European
No. Mtg. Rms. & Capacity of Largest: 2 (450)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Group Meal Rates: Breakfast: .85; Lunch: 1.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Available
Sports Facilities: Beach, pool, pitch and putt, tennis, shuffleboard, ping pong, deep sea fishing, water skiing, sailboating

Varadero Oasis

(Phone: 290)

Manager: Leonardo de Franco
Convention Season: All year
Largest Group Accommodated: 250 (130 rooms available)
Liquor: Served in hotel
Audio-Visual Aids: Projectors, PA system, spot lights
Sports Facilities: Swimming, fishing

DOMICAN REPUBLIC

CIUDAD TRUJILLO

Airlines: CBA, CPA, DAL, KLM, PAA, Varig
Steamships: Dominican Republic Steamship Line

El Embajador

Manager: Robert Souers

Convention Season: April 15 to Jan. 10
Largest Group Accommodated: 500 (310 rooms available)
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Sports Facilities: Fishing, tennis, golf, swimming —pools and beach

Jaragua Hotel

Manager: R. A. Rath
Convention Season: April 15 to Jan. 10
Largest Group Accommodated: 400 (250 rooms available)
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Liquor: Served in hotel
Sports Facilities: Fishing, tennis, golf, swimming, —pools and beach

MEXICO

ACAPULCO

Airlines: AERONAVES

Hotel Club De Pesca (HSMA)

Costera Miguel Aleman (Phone: 17-91)
PRESIDENT: Miguel Guajardo
Manager: Hector Alcantara
Convention Season: All year
Largest Group Accommodated: 125 (50 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 13.60-20.00; Double: 24.80-27.20; Suites: 32.00-50.00. American
No. Banquet Rms. & Capacity of Largest: 2
Group Meal Rates: Breakfast: 1.20; Lunch: 2.40; Dinner: 3.00
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming, sailing, water-skiing, golf, little golf, ping pong, billiards, fishing

El Presidente

(Opening Spring 1958)
Sales Manager: George Dekiss, Jr.
Convention Season: All year, except Oct. 1 to Dec. 15.
Largest Group Accommodated: 300 (150 rooms available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 3 (550)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, fishing, water sports

Prado-Americas Hotel

Manager: Julio Fernandez
Convention Season: Apr. 15 to June 20, Sept. 20 to Dec. 20
Largest Group Accommodated: 100 (50 rooms, 20 suites available)
Convention Rates: Single: 12.00 to 16.80; Double: 24.00 to 27.20; Suites: 27.20 to 30.00. American
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.35; Dinner: 3.40
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, fishing

CHIHUAHUA

Railroads: Nat. Rys. Mex.; C. M. & O.

Hotel Palacio Hilton

See Advertisement, Page 18

Libertade Independencia (Phone: 23-36 to 23-40)
Manager: Miguel A. Olea Jr.
Largest Group Accommodated: 252 (126 rooms available)
Air Conditioning: 24 bedrooms, banquet rooms
Convention Rates: Single: 4.40 to 6.00; Double: 5.60 to 6.40; Suites: 6.00 to 7.20. European
No. Mtg. Rms. & Capacity of Largest: 2 (600)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: .60; Lunch: 1.20; Dinner: 1.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None when banquet served

CUERNAVACA

Railroads: Nat. Rys. Mex.

Chulavista Hotel (HSMA)

Calzada Chulavista (Phone: 322)
Manager: Enrique P. Bonin
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: 6.80; Double: 12.00. American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: 1.00; Lunch: 1.80; Dinner: 1.80
Liquor: Served in hotel
Sports Facilities: Swimming

Hotel Marik Plaza

(Phone: 1-16 or 1-27)
Manager: Seymour L. Ruben
Convention Season: All year
Largest Group Accommodated: 200 (60 rooms, 13 suites available)
Convention Rates: Single: 7.00; Double: 12.00; Suites: 15.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: .75; Lunch: 1.80; Dinner: 1.80
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming, water skiing, horseback riding, tennis

MEXICO CITY

Railroads: Mex.; Nat. Rys. Mex.
Airlines: Aeronaves, Aero Transportes, Air France, AAL, CMA, CPA, EAL, Guest KLM, PAA, TACA

Hotel Bamer

Juarez 52 (Phone: 21-90-60)
Manager: Luis Davila
Convention Season: All year
Largest Group Accommodated: 50 (25 suites available)
No. Mtg. Rms. & Capacity of Largest: 3 (60)
No. Banquet Rms. & Capacity of Largest: 2 (40)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Audio-Visual Aids: Spotlights

Hotel Del Prado (HSMA)

Ave. Juarez #70 (Phone: 10-40-00 and 35-94-80)
Manager: Pedro Gorozpe
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 40 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 9.80; Double: 11.60; Suites: 14.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.00; Dinner: 3.00
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

El Presidente

Manager: Jose Perez
Sales Manager: George DeKiss
Convention Season: April, May, June, Oct., Nov.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: 12.00-17.60; Double: 16.00-20.00; Suites: 29.60-96.00
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Outdoor pool

Monte Cassino (HSMA)

(Genova 56)
Manager: Francisco Gutierrez Prieto
Exec. Asst. Mgr.: I. Osorno Barona
Convention Season: All year
Largest Group Accommodated: 200 (140 rooms and 20 suites available)
Convention Rates: Single: 4.75 to 12.15; Double: 10.60 to 25.90; Suites: 12.95 to 27.10
No. Mtg. Rms. & Capacity of Largest: 1
No. Banquet Rms. & Capacity of Largest: 2
Group Meal Rates: Breakfast: 1.15; Lunch: 2.00; Dinner: 2.91
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable

Hotel Reforma (HSMA)

Paseo de la Reforma and Paris (Phone: 35-80-50)
Manager: Charles W. Bowers
Convention Season: All year except Feb., Mar., July, Aug.
Largest Group Accommodated: 400 (250 rooms, 26 suites available)

Make Business a Pleasure—Hold your meeting in

MEXICO

Eastern offers the fastest non-stop service to Mexico City from New York and New Orleans.

Also—convenient Mexico City connections at New York and New Orleans from principal cities in the United States, Canada, and Europe. Leaders of groups of 15 or more are our guests.

Eastern's ½-Fare Family Plan is good on Tuesdays, Wednesdays, and Thursdays.

For full details: write or call Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N.Y., or your local Eastern Air Lines Office.

EASTERN Air Lines

95% OF THE NATION'S CONVENTIONS ARE HELD IN CITIES SERVED BY EASTERN

For a Really Glamorous

CONVENTION

or

SALES MEETING

in

MEXICO

and

ACAPULCO

Wise Meeting Planners Call on

GARZA

TRAVEL SERVICE

Experienced, dependable Travel Agents

Substantial savings are yours through our many years of experience of serving meeting executives. We'll be happy to submit several plans for your consideration . . . if you'll tell us your needs. No obligation, of course.

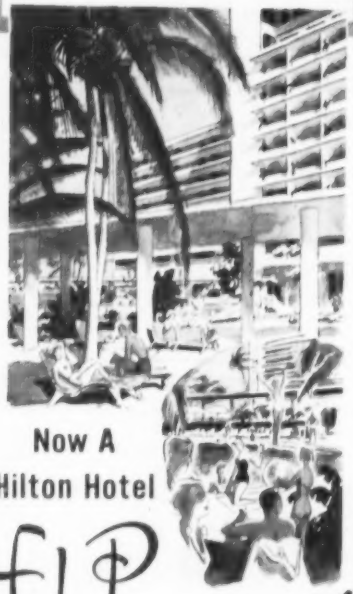
GARZA TRAVEL SERVICE

106 Londres St., Mexico 6, D.F.

Tel. 25-77-05 Cable, GARTRA

Meet in Panama

...it's Practical and the Results are Sensational



Now A Hilton Hotel

El Panamá Hilton

PANAMA CITY, REPUBLIC OF PANAMA

Panama—at the Crossroads of the World—is closer than you think... and within easy reach of any part of the U.S. This past year some of America's largest organizations have held their sales meetings at El Panamá Hilton. They found Panama fascinating . . . and the service and facilities of El Panamá Hilton exceptional.

For information and literature

write: Joseph T. Case, Sales Mgr., Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y. Telephone: MUrray Hill 8-2240

MEXICO
continued

Convention Rates: Single: 10.00; Double: 13.00; Suites: 20.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Net Exhibit Space: On one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis

MONTERREY

Railroads: Nat. Rys. Mex.
Airlines: AAL

Gran Hotel Ancira

Hidalgo y Escobedo (Phone: LD-8)
Manager: Arturo Torrallardona
Convention Season: Sept. to June 1
Largest Group Accommodated: 100 (60 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet and meeting rooms
Convention Rates: Single: 3.30; Double: 4.50; Suites: 8.10
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (175)
Group Meal Rates: Breakfast: from 1.00; Lunch: from 2.00; Dinner: from 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 to 35.00
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, swimming

PANAMA

PANAMA CITY

Airlines: Avianca, BNF, Guest, KLM, LAV, Panagra, PAA, TACA

El Panama Hotel Hilton

See Advertisement, Page 198

Apartado 1753 (Phone: 3-1660)
Manager: Pierre Jaquillard
Sales Manager: Antonio DiScala
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 12 suites available)
Air Conditioning: 51 bedrooms, banquet rooms
Convention Rates: Apr. 1 to Dec. 31—Single: 10.00-15.00; Double: 15.00-21.00; Suites: 20.00-29.00; Jan. 1 to Mar. 31—Single: 15.00-20.00; Double: 22.00-28.00; Suites: 32.00-36.00. European
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm sound, 35mm slide projectors
Stage: Available
Sports Facilities: Swimming, golf, boating, fishing, putting green, tennis

A FREE SERVICE

For Meeting and Exhibit Planners

It's no longer a painful task to find just the right site for your large or small meeting, traveling show or special convention. Just write down these facts:

1. **Number of people to attend**
2. **Number of days to run**
3. **Probable dates**
4. **Preferred areas or cities**
5. **Hotel and exhibit facilities you require**

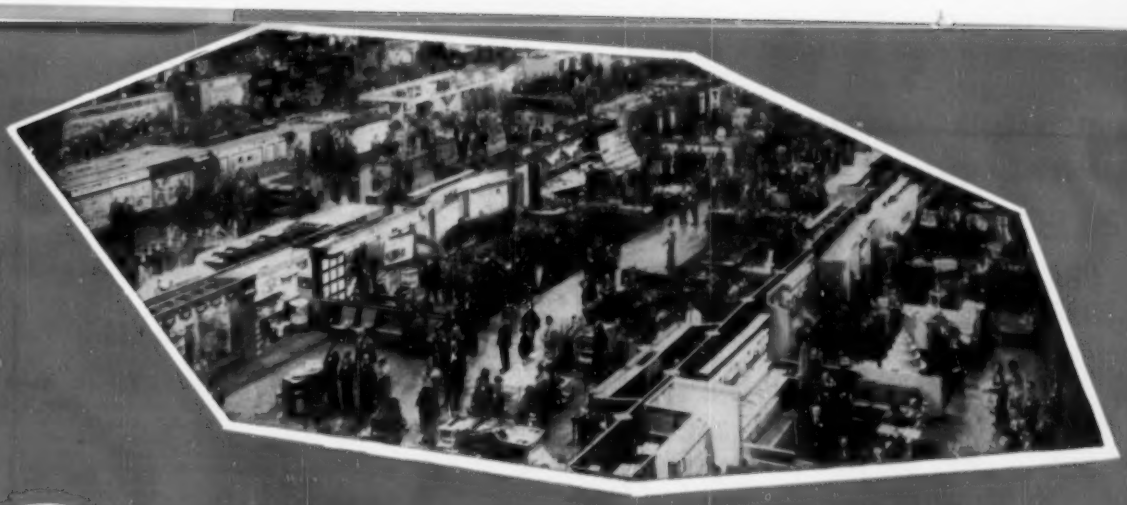
All you have to do is to send these facts to *Meeting-Site Service* (a division of SALES MEETINGS' Research Department). Without charge, a check will be made on the availability of the facilities you seek and recommendations will be made. With the list of possible sites, you will receive color brochures to help you make a decision. For this free service, simply write:

MEETING-SITE SERVICE

Sales Meetings Magazine

1212 Chestnut Street, Philadelphia 7, Pa.

Another service: We'll be happy to recommend organizations qualified to assist you with any services or products you require in conjunction with your meeting or show.



SECTION TWO

Directory of Suppliers

201 .... EXHIBIT BUILDERS
SHOW DECORATORS
FURNITURE SUPPLIERS

213 .... BADGE SUPPLIERS

215 .... MODEL AGENCIES

216 .... PHOTOGRAPHERS

217 .... ENTERTAINMENT AGENCIES
INDUSTRY SHOW PRODUCERS

223 .... AUDIO-VISUAL SUPPLIERS
FILM PRODUCERS

FOR MEETINGS AND SHOWS

THE HALLMARK OF QUALITY EXHIBITS

This seal on an exhibit is assurance of the finest craftsmanship and a conscientious supplier. It is used only by the members of a nationwide organization of the foremost exhibit suppliers who have banded together to further promote an already fine standard of design, quality specifications of exhibit construction and a high code of ethical business practices.

INSIST ON THIS SEAL

All members of Exhibit Producers and Designers Association are designated by EP&DA after their names in the following list of convention and trade show suppliers.

EXHIBIT PRODUCERS & DESIGNERS ASSOCIATION

An Association of the Nation's Leading Exhibit Builders

Raymond J. Walter, *Executive Secretary*

511 Fifth Avenue, New York 17, N. Y. • **MUrray Hill 7-9071**

EXHIBIT BUILDERS
SHOW DECORATORS
FURNITURE SUPPLIERS

CALIFORNIA

EL MONTE

Floats, Inc. (EP & DA)
2107 Chico Ave. (Phone: CU 3-3791)
Roger R. Tierney, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Scale Models
Services: Installation, storage
Special Units: Self-Contained displays, dioramas, mobile units, production displays, animation devices, floats

HOLLYWOOD

Hartwig Displays
6729 Hollywood Blvd.
Phone: HOllywood 2-1421
(See listing under Milwaukee)

LONG BEACH

M. E. Taylor & Son
1501 Oregon Ave. (13) (Phone: 6-7231)
Fred J. Taylor, Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, floats

LOS ANGELES

Jones Decorating Co. (EP & DA)
2807 Sunset Blvd. (Phone: DU 7-4344)
A. Byron Perkins, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Stuart Co.
7556 Beverly Blvd. (36) (Phone: WE 3-3611 & WE 3-4771)
Services: Installation, booth background and drape rental, exhibit rental, show decorating

The Tabery Corp. (EP & DA)
3443 South Hill St. (7) (Phone: RI 9-1091)
Fred J. Tabery, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Sewing
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained designs, dioramas, mobile units, production displays, animation devices, floats

OAKLAND

Abrott-Mulone Inc. (EP & DA)
812 Athens Ave. (7) (Phone: TE 6-4595)
Norman J. Malone, Vice-President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, booth furniture rental, show decorating

SAN FRANCISCO

Kriedt & Myers
1174 Bryant St. (3) (Phone: KL 2-1181)
J. Clarence Myers
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical
Services: Booth background and drape rental, booth furniture rental, exhibit rental

Novelart Display Co. (EP & DA)
625 Turk St. (Phone: TU 5-6483)
President and Manager: Clarence E. Murphy
Departments: Exhibit Design, Exhibit Construction, Metal Fabrication, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

William Sanford Incorporated (EP & DA)
657 Harrison St. (7) (Phone: EX 7-0845)
Departments: Exhibit Design, Exhibit Con-
James W. McCullock, Vice-President
struction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Stuart Co. (EP & DA)
31 Front St. (11) (Phone: GA 1-2560)
John B. Sauter, General Manager
Departments: Design, Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, dismantling, repair, painting
Special Units: Self-contained displays, display-all panels & divide-all panels

Complete Display Moving and Storage Service for

LOS ANGELES
EXHIBITORS AND DISPLAY BUILDERS

NORTH AMERICAN VAN LINES, INC.
4760 Valley Blvd.
Los Angeles 32, California
Phone: CApitol 2-0141

Authorized Agent for
"WIFE-APPROVED" MOVES
North American VAN LINES, INC.
WORLD-WIDE MOVING

You get true VERSATILITY only with

VIRCO-MATIC

Folding Tables!

VIRCO-MATIC Folding Tables are AUTOMATICALLY adjustable in height from 21" to 32" for children or adults... and will last for years.

31
30
29
28
27
26
25
24
23
22
21

VIRCO Patented Finger-Tip Spring Lever adjustment mechanism works safely . . . quickly . . easily. Tubular steel construction, your choice of heavy-duty MASONITE or VIRCOLITE Plastic Tops.

See your VIRCO Dealer or write for full descriptive brochure to

VIRCO
MANUFACTURING CORPORATION
P.O. Box 44846 Sta. H.
Los Angeles, California

- EXHIBIT BUILDERS
- SHOW DECORATORS
- FURNITURE SUPPLIERS

continued

Complete Display Moving and Storage Service for

WASHINGTON

EXHIBITORS AND DISPLAY BUILDERS

NORTH AMERICAN VAN LINES, INC.

1801 New York Ave. N.E.
Washington, D. C.

Phone: Lawrence 6-5156

Authorized Agent for

North American VAN LINES, Inc.
LONG DISTANCE MOVING

FOR DETAILS SEE NAVL AD INSIDE BACK COVER

CONNECTICUT

HARTFORD

Display Workshop, Inc. (EP & DA)
341 Trumbull St. (3) (Phone: OX 7-0412)
Harold P. Post, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Spray Finishing
Services: Installation, booth background and drape rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

DISTRICT OF COLUMBIA

WASHINGTON, D. C.

Art Designers, Incorporated (EP & DA)
1428 You St., N.W. (9)
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Art
Services: Installation, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Hartwig Displays, Incorporated
404 Irvington Road, Falls Church, Va. (Phone: Jefferson 4-8400)
Anthony B. Golff, Consultant
(See listing under Milwaukee)

Moving, Incorporated (EP & DA)
1501 L Street, S.E. (Phone: LIncoln 7-5000)
William R. Franklin

Presentation Associates
Courtyard, 2118 Massachusetts Ave. (Phone: AD 4-6131)
Donald McLaughlin, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Woodworking
Services: Installation
Special Units: Self-contained displays, dioramas, production displays, animation devices

United Convention Services, Inc.
1906 M St., N.W. (Phone: EXecutive 3-0535)
William Mayers, General Manager

FLORIDA

MIAMI

Berke Displays, Inc. (EP & DA)
1733 N.W. 20th St. (42) (Phone: NEwton 5-5376)
Arthur Berke, President
Departments: Exhibit Construction, Exhibit Design, Metal Fabricating, Sign, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

MIAMI BEACH

All-Type Displays, Inc.
1655 Drexel Ave. (Phone: FR 1-5138 & JE 1-3834)
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Display Repair
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained units, production displays, floats

Manncraft Exhibitors Service, Inc. (EP & DA)
605 Lincoln Road (Phone: JEfferson 8-0787)
(See listing under Kansas City)

ILLINOIS

CHICAGO

Convention Booths
1507 N. Clark St. (10) (Phone: SU 7-6777)
Harry Schmale, Owner
Departments: Exhibit Design, Exhibit Construction, Metal, Sign, Silk Screen, Electrical, Mechanical
Services: Booth background and drape rental, booth furniture rental, show decorating

Custom Exhibits, Inc. (EP & DA)
900 N. Franklin St. (Phone: WH 4-2078)
Ted Olson, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Wood Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, animation devices

Czarnowski Display Service, Inc. (EP & DA)
1433 N. Dayton St. (22) (Phone: MI 2-7181)
Severin Czarnowski, President
Services: Installation, storage

Dell Displays, Inc.
1017 W. Washington St. (7) (Phone: MOnroe 6-0781)
Robert A. Dell, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

3 dimensions

Creators and Producers of Advertising Exhibits

is pleased to announce its affiliation with

design consultant
Robert A. Spitz, M.S.I.A. London

Our complete and versatile domestic operation has been extended to include every phase of international exhibit service.

Stateside quality at overseas prices.

Write or phone 3 Dimensions
4132 West Belmont
Chicago 41, Illinois PAlisade 5-7501

Firks Studios, Inc. (EP & DA)

431 N. Clark St. (10) (Phone: DE 7-5411)
Theodore H. Firks
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Woodworking, Paint-Spraying
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, production displays

Gardner Displays of Chicago

1937 W. Hastings St. (8) (Phone: TAylor 9-6600)
(See listing under Pittsburgh)

General Exhibition and Rental Service

236 W. Lake St. (6) (Phone: DEarborn 2-3456)
Robert S. Otto, President
Services: Rental of convention booths and drapes, booth furniture rental, storage, exhibit rental, show decorating

General Exhibits and Displays, Inc. (EP & DA)

See Advertisement, Page 203

2132 N. Racine Ave. (14) (Phone: EA 7-0100)
S. J. Fairweather, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Sound, Engineering
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, animation devices

Hartwig Displays, Inc. (EP & DA)

168 N. Clinton St. (6) (Phone: FR 2-5404)
Ralph W. Zimmermann, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabrication, Electrical, Mechanical, Plastics
Services: Installation, exhibit and furniture rental, storage
Special Units: Self-contained displays, models, dioramas, terminal displays, animated figures, mobile units

Kitzing Studio, Inc. (EP & DA)

1323 N. Carroll Ave. (7) (Phone: CH 3-1220)
Fred Kitzing, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical, Woodworking, Painting

McAleer Displays (EP & DA)

160 E. Grand Ave. (11) (Phone: DE 7-3907)
Charles D. McAleer, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Olson Designers

2222 W. Diversey Parkway (47)
Kenneth W. Olson, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Poirot Exhibitors Service, Inc. (EP & DA)

2001 W. Pershing Rd. (Phone: VIrginia 7-4142)
R. G. Poirot

Three Dimensions (EP & DA)

See Advertisement, Page 202

4132 W. Belmont Ave. (Phone: PAlisade 5-7501)
S. Himmelfarb, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

United Exposition Service Co.

75 E. Wacker Drive (Phone: FRanklin 2-2523)
Harry Katz, General Manager
(See listing under Atlantic City)

Wernecke Display Studios (EP & DA)

55 E. Hubbard St. (Phone: SUperior 7-0708)
Charles Buchtele

EVANSTON

Capex Co., Inc.

615 South Blvd. (Phone: GReenleaf 5-6767)
H. Elton Pease, President
Products: Pre-fabricated exhibits, self-contained displays, fiberglass drapes

KENTUCKY

LEXINGTON

Corman Displays

428 W. Vine St. (Phone: 4-1880)
Don Corman, Owner
Services: Booth background and drape rental, booth furniture rental, exhibit rental

LOUISVILLE

Joseph T. Griffin Co., Inc.

704 W. Main St. (2) (Phone: JAckson 2484)
Arthur J. Meyer, President
Department: Exhibit Construction Sign, Silk Screen, Electrical, Mechanical, Floor Planning
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental show decorating
Special Units: Mobile units, floats, outside dance floors

MARYLAND

BALTIMORE

Baltimore Chair Co.

404 Orchard St. (1) (Phone: LEvington 9-4312)
Robert W. London
Services: Booth furniture rental

MASSACHUSETTS

BOSTON

Norman-Buffett Displays Industries, Inc.

394 Atlantic Ave. (10) (Phone: HU 2-4507)
Departments: Exhibit Design, Exhibit Construction, Electrical, Mechanical, Woodworking, Plastics
Services: Installation, storage
Special Units: Self-contained displays, dioramas, production displays, animation devices

Win-Deco Display Co.

31 Irvington St. (16)
Benjamin E. Levin
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating

MICHIGAN

DETROIT

when YOU exhibit in CHICAGO

do as CHICAGOANS do . . .

More Chicago manufacturers use "General Exhibits" than any other source — to plan, design, build and service their exhibits.

Most of our accounts have been with us five years or longer, and we serve many firms located in cities from coast to coast.

Our long experience and know-how make it easy for you — assure top results, and at reasonable cost.

general exhibits & displays inc.

2100 N. RACINE AVE. • CHICAGO 14, ILL.
PHONE EASTGATE 7-0100

- **EXHIBIT BUILDERS**
- **SHOW DECORATORS**
- **FURNITURE SUPPLIERS**

Detroit continued

Animated Display Company (EP & DA)
13029 E. Eight Mile Rd. (Phone: DRexel 1-9533)
Wm. J. Dopkowski

Display & Exhibit Specialties Co. (EP & DA)
See Advertisement, Page 204
1014 Lynn Ave. (7) (Phone: TUlsa 3-0602)
Rudy Speerschneider, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Woodworking, Paint
Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, production displays, floats

Jack A. Frost
234 Piquette Ave. (2) (Phone: TRinity 3-8030)
E. A. Taube, Asst. General Manager
Services: All necessary temporary power and lighting facilities

Gardner Displays Of Detroit
15139 W. Eight Mile Rd. (Phone: BRoadway 3-8835)
(See listing under Pittsburgh)

Hartwig Displays, Inc.
19139 Pierson St. (Phone: KEnwood 1-1856)
Jack M. Dennos, Designer-Consultant
(See Milwaukee Listing)

Mile Arts and Crafts, Inc.
830 W. Vernor Highway (1) (Phone: WOodward 2-1436)
R. G. Wood
Services: Booth background and drape rental, booth furniture rental, exhibit rental

National Exposition Service, Inc.
1601 W. Lafayette Blvd. (Phone: WOodward 1-9044)
Irwin I. Chaltin
Services: Booth equipment, furniture rental, show decorating, drayage, labor, complete show services

MINNESOTA

MINNEAPOLIS

Displaymasters, Inc. (EP & DA)
127 Washington Ave., N. (Phone: FEderal 3-6518)
C. P. Sathre, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Painting, Traffic
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, production displays, animation devices

MISSOURI

KANSAS CITY

Manncraft-Exhibitors Service (EP & DA)
See Advertisement, Page 205
2100 Central St. (Phone: BA 1-8855)
Leon A. Mann, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

ST LOUIS

Ad-Craft, Inc. (EP & DA)
1624 Delmar Blvd. (3) (Phone: GA 1-3995)
Wendall P. Blanton, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Advertisers Displays & Exhibits, Inc. (EP & DA)
2028 Washington Ave. (3) (Phone: CE 1-3176)
E. F. Rebholz, Administrative Assistant
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Sellinger Displays, Inc.
714 North 13th St. (7) (Phone: MA 1-3307)
E. C. "Erv" Sellinger, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

But—good as it was—here's one sales promotion man who's not in the mood to take bows for his company's display. The planning, designing, building, erection and all the other details have *taken* everything out of him. And the budget! He's way over that and half the bills aren't in yet. Congratulations may be in order but not from the boss.

"One-Stop" Service

One way a smart sales promotion man can handle any display or show is to take advantage of "One-Stop" Service. This simply means calling us and having our specialists take over every phase of your display requirements. We take pride in our creative men, designers and erection staffs. And in 20 years we have never missed delivering on schedule!

If you like original, effective displays delivered and erected on schedule and—most important—WITHIN YOUR BUDGET limitations, without hidden costs, you'll be happy you investigated our "One-Stop" Service. Call us soon.

Display and Exhibit Specialties Company
1014 Lynn, Detroit 11, Michigan **Telephone TUlsa 3-0602**

NEBRASKA

OMAHA

Manncraft-Exhibitors Service (EP & DA)
425 South 9th St. (Phone: JA-4234)
(See listing under Kansas City)

NEW JERSEY

ATLANTIC CITY

Albert Meltz Studios
2304 Pacific Ave. (Phone: 4-5942)
Services: Installation, booth background and drape rental, show decorating, furniture rental
Special Units: Production displays

McColl's Display Service (EP & DA)
203 N. Sovereign Ave. (Phone: 4-1453)
William Earl McColl, Owner
Services: Installation

United Convention Decorators, Inc.
2328 Pacific Ave. (Phone: 4-3128)
Samuel Katz, General Manager
Services: Booth background and drap rental, booth furniture rental, show decorating

JERSEY CITY

Gibraltar Corrugated Paper Co., Inc.
See Advertisement, Page 205
350 Warren St. (2) (Phone: DIgby 4-0580)
S. Paul Boochever, Vice-President
Special Units: Flame-retarded display background

NEW YORK

BROOKLYN

Dyna-Graphic Displays, Inc.
345 Carroll St. (Phone: VL 5-8400)
Robert Wetstein, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, animation devices, floats

Ivel Construction Corp.
See Advertisement, Page 206
53rd St. & 1st Ave. (32) (HY 2-3730)
Leslie Levi, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Model Shop
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, animation devices, floats

Vanguard Creations Corp.
240 N. 10th St. (11) (Phone: EV 7-1819)
Clifford G. Lee, Production Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, mobile units, production displays, animation devices

BUFFALO

The Dowd Co.
392 Franklin St. (2) (Phone: CLeveland 8835)
T. L. Dowd, Manager
Services: Booth furniture rental

Hadley Advertising Displays (EP & DA)
631 Fargo Ave. (13) (Phone: GA 4456)
Norman F. Hadley, Owner
Department: Exhibit Design, Exhibit Construction
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

manncrafted for quality

Trade Shows and Conventions

Custom Built Displays

Interior and Hall Decorations

The success of your trade show or convention rests largely on attention to details. Manncraft Exhibitors Service has 17 years experience detailing such functions in the Middlewest through their Kansas City and Omaha offices. Now, the art of detailed attention, comes to the Southeastern States with Manncraft's new offices in Miami Beach. For detailed attention for a single exhibit or a complete show or convention, call . . .

MANNCRAFT EXHIBITORS SERVICE

Kansas City 2100 Central Ba. 1-8855
Miami Beach 605 Lincoln Road Je. 8-0787
Omaha 425 South Ninth Ja. 4234

Sho-cards, Signs Spectaculars

Custom Built Fixtures and Interiors

Tel-A-Booth and Chrome Furniture Rental

The New
ALL-PURPOSE DISPLAY BACKGROUND
Saves hundreds of dollars!

CORRO-SET®

Makes you - your product - your message - the focal point of SALES MEETINGS CONVENTIONS • EXHIBITS

IT'S FLAME-PROOF

It's versatile! Paint it, silk screen it, decorate it; for charts, graphs, sales messages, as a projection screen, etc. Hundreds of such diverse organizations as Raytheon, Hiram Walker, Packaging Institute, Armour, Bureau of Advertising, Equitable Life, use CORRO-SET.

It's striking! Modern design, of satiny-smooth corrugated board in beautiful pastel blue. Stands 7'7" high, adjusts in width from 8' to 11'10".

It's long-lasting! Philip Morris used it 98 times as a backdrop for a traveling armed-services show in Europe!

It's easy to handle! Sets up in minutes, without tools. Repacks easily. Comes in attractive one-hand carrying case. Weighs only 37 lbs.

It's flame-proof! Officially registered by the State of California; you can't inflame it with a blowtorch!

Only $50

MONEY BACK GUARANTEE

DISPLAY DIVISION, Dept. SM11
Gibraltar Corrugated Paper Co., Inc.
350 Warren St., Jersey City 2, N. J.

☐ ENCLOSED CHECK FOR $.....FOR..... CORRO-SET DISPLAY BACKGROUNDS AT $45.
☐ SEND NEW CORRO-SET BROCHURE

Name.....
Company.....
Address.....
City.....State.....

Complete Display Moving and Storage Service for

NEW YORK CITY

EXHIBITORS AND DISPLAY BUILDERS

NORTH AMERICAN VAN LINES, INC.

500 Fifth Avenue
Room 1850
New York City, N. Y.

Phone: LOngacre 5-0870

Authorized Agent for

"WIFE-APPROVED" MOVES
North American VAN LINES, Inc.
WORLD-WIDE MOVING

- **EXHIBIT BUILDERS**
- **SHOW DECORATORS**
- **FURNITURE SUPPLIERS**

Buffalo continued

Halo Decorators, Inc.
119 Wilkenson St. (2)
Charles W. Howell, President
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

LONG ISLAND CITY

Bliss Display Corp. (EP & DA)
37-21 32nd St. (1) (Phone: EX 2-3890)
Albert Bliss, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Paper Mache
Services: Installation
Special Units: Dioramas, mobile units, production displays, floats, animation devices

Design-Built Studios, Inc. (EP & DA)
21-21 41st Ave. (1) (Phone: ST 4-3400)
Harold B. Averick, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

McArthur-Vitale Displays, Inc. (EP & DA)
36-06 43rd Ave. (1) (Phone: ST 6-3960)
Santo Vitale, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Sculpture, Model Making
Special Units: Dioramas, animated devices

Structural Display Co., Inc.
See Advertisement, Page 207
19-19 24th Ave., Queens (Phone: AS 4-1136)
Thomas F. Byrne, Vice-President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats, models

MT. VERNON

Jenter Exhibits
230 E. 8th St. (Phone: MO 4-0222)
Martin & Carl Jenter, Partners
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Engraving, Woodworking, Spray Finishing
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

NEW YORK

Lewis Barry, Inc. (EP & DA)
12 John St. (38) (Phone: WO 4-0850)
Lewis Barry, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays

Harold Black Exhibits (EP & DA)
266 West 12th St. (Phone: WA 9-3048)
Harold Black, Director
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical
Services: Installation, booth background and drape rental, storage, show decorating

IVEL CONSTRUCTION CORPORATION

ONE OF AMERICA'S LARGEST EXHIBIT BUILDERS
ANNOUNCES ITS AFFILIATION WITH
ONE OF ITALY'S LARGEST EXHIBIT BUILDERS

INDUSTRIA PUBBLICITARIA ITALIANA

TO PRODUCE IN MILAN
TOP QUALITY DISPLAYS AT LOW EUROPEAN COST

IVEL IS PREPARED TO ASSUME FULL RESPONSIBILITY
FOR DESIGN, PRODUCTION AND INSTALLATION
ANYWHERE ABROAD, AT TOTAL COSTS FAR LESS
THAN SIMILAR PROJECTS HERE

INQUIRIES ARE INVITED FROM AMERICAN FIRMS
LOOKING FOR A SHORT-CUT TO FOREIGN MARKETS

IVEL CONSTRUCTION CORPORATION • 53RD STREET & 1ST AVE., BROOKLYN 32, N.Y.

Bryan-Elliott Exhibit Co. (EP & DA)
211 West 61st St. (23) (Phone: JU 2-3810)
Elliott B. Mudgett, Partner
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Cloth, Plastics

Dikran Display (EP & DA)
142 E. 32nd St. (16) (Phone: MU 5-0984)
Dikran Dingilan, Owner
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation
Special Units: Self-contained displays

Display Builders, Inc. (EP & DA)
239 W. 66th St. (23) (Phone: TR 3-1153)
David A. Fink, President
Departments: Exhibit Design, Exhibit Construction, Signs, Interior Woodwork, Showroom, Design & Construction, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, animation devices, floats

Display Corp. of New York
253 W. 64th St. (23) (Phone: TRafalger 4-2300)
Harry Coopersmith, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Production displays

Display Guild
85-09 57th Ave. (73) (Phone: NE 9-5220)
Lee Brunner, Sales Manager
Departments: Exhibit Design and Production, Metal Fabricating, Woodworking, Plastics

Display Workshop, Inc.
341 Trumbull St. (3) (Phone: OX 7-0412)
Harold P. Post, President
(See listing under Hartford, Conn.)

The Displayers, Inc. (EP & DA)
See Advertisement, Page 207

635 West 54th St. (19) (Phone: JU 6-8800)
Belmont Corn, Jr., President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Carpentry, Painting
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Functional Display, Inc. (EP & DA)
1370 Blondell Ave. (61) (Phone: SYcamore 2-6200)
Mervin Zwerling, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Gardner Displays of New York
41 E. 42nd St. (17) (Phone: MUrray Hill 7-2621)
(See listing under Pittsburgh)

Graphic Displays
11 Station Ave., Staten Island (90) (Phone: TOttenville 8-1780)
Peter Martin, Owner
Departments: Design, Metal Fabricating, Sign, Electrical, Exhibit Construction
Services: Storage
Special Units: Self-contained units, dioramas, production displays, animation devices, floats

Hartwig Displays, Inc.
2426 Westlake Ave., L.I.C. (Phone: ROckville Center 6-7171)
Paul C. Gebhard, Consultant
(See Milwaukee Listing)

COLOR CAPTURES PRESS AND PUBLIC

at National Business Show

Multi shades of red drew record audiences and national recognition to Monroe Calculating Machine Company's exhibit at the Coliseum. The glamorous background accentuated the newest developments in a multi-billion dollar industry. Attracting new friends for a distinguished list of clients has been our privilege for many years.

STRUCTURAL DISPLAY CO., INC.
19-19 24th Ave., L.I.C., N. Y.
AStoria 4-1136
3 West 61 St., N.Y.C.
CIrcle 7-0212
83-50 Van Buren Drive, Pittsburgh, Pa.
FOrest 4-6986

Big enough to service you . . . small enough to care.

EXHIBITS • SALES AIDS • DIORAMAS • MODELS • TRADE SHOWS

- **EXHIBIT BUILDERS**
- **SHOW DECORATORS**
- **FURNITURE SUPPLIERS**

New York City continued

Hollywood Banners

See Advertisement, Page 208

116 East 32 St. (16) (Phone: OR 9-4790)
Services: Custom made Logo display drapes

Industrial Displays, Inc. (EP & DA)

625 W. 55th St. (19) (Phone: JU 2-4550)
Jack Paul, Secy.-Treas.
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Ivel Exposition Service Corp.

N. Y. Coliseum, Room 255 (19) (Phone: COlumbus 5-3038)
(See listing under Brooklyn, N. Y.)

Jensen Associates (EP & DA)

41 East 41st St. (17) (Phone: MUrray Hill 2-0051)
Herbert W. Jensen
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Booth background and drape rental, storage
Special Units: Self-contained displays, production displays

Manhattan Exposition Construction Corp. (EP & DA)

247 West St. and Room 253 N. Y. Coliseum (Phone: PL 7-3233)
Charles LaRosa, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, mobile units

Mastercraft Associates, Inc. (EP & DA)

360 W. 11th St. (14) (Phone: WA 4-9360)
Harold Lightman, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, booth, background and drape rental, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Messmore & Damon Co. (EP & DA)

See Advertisement, Page 208

1461 Park Ave. (29) (Phone: TRafalgar 6-3530)
Francis B. Messmore
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Theatrical Scenery
Services: Installation, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

New York Display Service Inc. (EP & DA)

101 Park Ave. (17) (Phone: LExington 2-3759)
Andrew Trifon, Manager
Services: Installations, storage

Selexor Displays, Inc.

See Advertisement, Page 210

312 E. 95th St. (28) (Phone: ATwater 9-8347)
M. Daniel Kingsley, President

Versatile Visually Dynamic

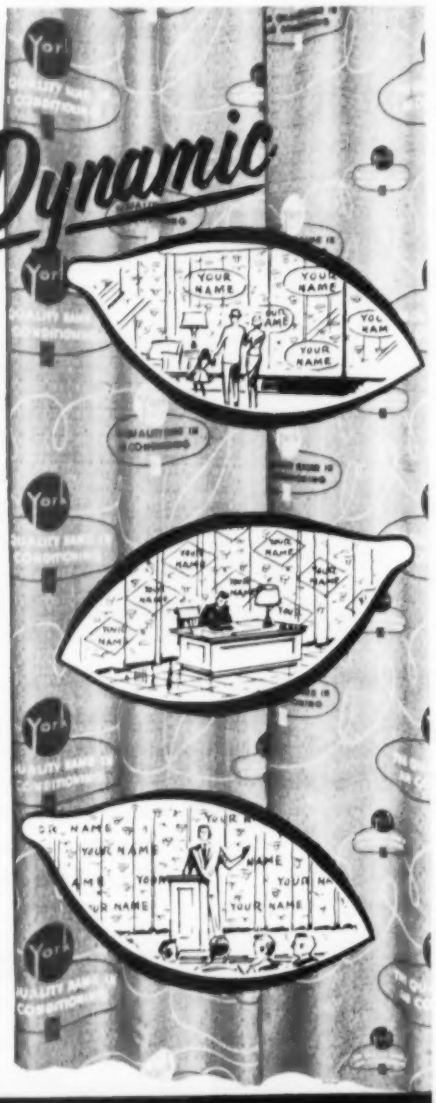
HOLLYWOOD
Logo Display
DRAPES
Perfect for

EXHIBITS • CONVENTIONS • FAIRS • STORE BACKDROPS & VALANCES • SALES MEETINGS • SHOWROOMS • WINDOW DISPLAYS • TABLE DISPLAY COVERS • DISPLAY ROOM CURTAINS • TV BACKDROPS • CHAIR SLIP COVERS

Here is the magnificent, memorable, modern way to achieve name display. *Hollywood Logo Display Drapes* use your name or trademark to provide a complete, flexible, colorful background that is easy to ship, shape, hang and drape. Flameproof and dry cleanable.

Your First Low Cost Is Your Only Expenditure. Saves Big Money Because You Do It Yourself!

Send for FREE sketch of your trademark or trade name in fabric design. Also free colorful idea booklet on logo drape display.



HOLLYWOOD BANNERS *Logo Drape Dept.*
Creators & Manufacturers of Nationally Famous Color-Spectacular Ad Banners
116 East 32nd Street • New York 16, N. Y. • TELEPHONE: OR 9-4790

for personalized exhibits

Messmore & Damon

That "something extra" in our finished product reflects a client attitude which, in almost four decades of exhibit design and construction has brought to and *kept with* our firm a long and distinguished list of satisfied customers.

We *build* to help you *sell*.

May we fill this role for *you?*

Messmore and Damon
1461 Park Avenue
New York, New York

STRAUSS
HITS YOUR BUDGET TARGET
IDEAS
MATERIALS
DESIGNS
based on sound merchandising practices, combine to make ideal professional displays, executed for maximum effectiveness . . . AND AT YOUR BUDGET LEVEL
STRAUSS excels in solving management and exhibitors show problems . . . and because its facilities include the finest in equipment, furnishings and personnel, the majority of trade shows, conventions and exhibitions held in New York depend on STRAUSS.
SINCE 1898
From design inception to completed assignment . . . MODULAR EXHIBITS • SELF-CONTAINED EXHIBITS • ANIMATION PROMOTIONS • SPECTACULARS • SHOW SERVICES. . . . Send for our FREE Brochure of Show and Exhibit Facilities.
STRAUSS
DECORATING & EXPOSITION CO., INC.
Main Office & Factory
3524 Third Ave., N. Y. 56
Coliseum Office
20 W. 60th St., N. Y. 19

RAILWAY EXPRESS AGENCY
Railway Express "PROPS UP" Successful Sales Meetings
The foundations of a successful sales meeting *can* be shaky—with all the materials and props needed for comprehensive displays. But not with Railway Express. For Railway Express has had years of experience working closely with many companies, providing dependable service in delivering displays and materials to exhibition halls all over the country.
Railway Express Itinerary Display service can work out a complete schedule for point-to-point movement of your display by rail or air express. Railway Express picks up your display materials in all cities and principal towns . . . assures prompt delivery . . . "VIP" treatment in transit. Our facilities—*domestic and international*—will save you time, money and headaches. So, whether your sales meeting is in Rome (Italy) or Rome (N. Y.), phone your nearest *Railway Express* Agent. He will be happy to help you.
RAILWAY EXPRESS AGENCY
a service expressly for sales meetings—
RAILWAY EXPRESS AGENCY

- **EXHIBIT BUILDERS**
- **SHOW DECORATORS**
- **FURNITURE SUPPLIERS**

New York City continued

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Sickinger Displays (EP & DA)

204 East 27th St. (Phone: MUrray Hill 4-4861)
Xavier Sickinger

Strauss Decorating & Exposition Co., Inc. (EP & DA)

See Advertisment, Page 209

3524 Third Ave. (56) (Phone: LU 8-7708)
New York Coliseum, Columbus Circle
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

United Exposition Decorating Co., Inc.

N. Y. Coliseum, Room 252 (Phone: COlumbus 5-5133)
William Spiegelman, General Manager
(See listing under Atlantic City)

Walling Display

48 W. 20th St. (11) (Phone: WA 9-3359)
George Walling, Owner

SELF-CONTAINED EXHIBIT & SHIPPER

PF 12-10: Expandable from 6' to 10' x 8' high. Complete exhibit with fluorescent lighting, copy, shelves, etc. 5 minutes to install or dismantle. Built to withstand cross-country shipments. Weight 275 lbs., many features, sensationally priced at **$625.00**

WRITE FOR COMPLETE DETAILS

SELEXOR DISPLAYS
312 E. 95th St., N. Y. 28 • AT 9-8347

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Special Units: Self-contained units, production displays, animation devices

Warren Displays, Inc. (EP & DA)

555 W. 23rd St. (Phone: AL 5-9646)
Gordon H. Warren, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units

OCEANSIDE

Hartwig Displays

2426 Westlake Ave. (Phone: ROckville Center 6-7171)
(See Listing under Milwaukee)

ROCHESTER

Ernst Decoration Co., Inc.

480 Plymouth Ave., S. (8) (Phone: HAmilton 6-5883)
William Ernst, President
Departments: Sign, Electrical
Services: Exhibit rental, booth furniture rental
Special Units: Flags & bunting, floats

SYRACUSE

Ivel Construction Corp.

201 Buffington Rd. (10) (Phone: 72-1695)
Ralph L. Winterston, Manager
(See listing under Brooklyn)

OHIO

CINCINNATI

Display Sales

1632 Gest St. (4) (Phone: GR 1-7500)
Robert M. Nagle, Robert Harrigan, Partners
Departments: Exhibit Design, Exhibit Construction, Silk Screen, Electrical, Mechanical
Services: Storage, show decorating
Special Units: Self-contained displays, production displays, animation devices

George E. Fern Co.

1410 Elm St. (10)
G. Edward Fern, President
Departments: Sign
Services: Installation, booth background and drape rental, booth furniture rental, show decorating

Production Presentation Inc.

1036 Gilbert Ave. (2) (Phone: GA 1-1830)
Don K. Howard, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Sales Production Corp.

1617 Reading Road (2) (Phone: CH 1-1007)
George R. Timmerman, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

CLEVELAND

Add, Inc.

1776 E. 43rd St. (3) (Phone: ENdicott 1-1530)
Geraldine Copperman, President
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating

Andrews, Bartlett & Associates, Inc.

See Advertisement, Page 1

1849 W. 24th St. (13)
A. S. Andrews, President; Jarold E. Bartlett, Vice President
Departments: Exposition Management, Exposition Production, Booth Background, Show Decoration, Rental Furnishings and Equipment, Exhibit Design & Construction
Services: Complete convention and exposition services, booth background and drape rental, booth furniture rental, show decorating, show management

Calmore, Inc. (EP & DA)

1445 Dodge Ct. (14) (Phone: CH 1-2307)
C. Calvin Moore, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, mobile units, production displays, animation devices

DeVorn Displays Corp. (EP & DA)

1022 Beltline Rd. (9) (Phone: ON 1-1550)
John F. Clarke, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Plastics
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Gallo Display Co. (EP & DA)

1012 Sumner Ave. (15) (Phone: TO 1-3440)
Paul B. Gallo, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Photographic
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Gravatt Displays (EP & DA)

19627 W. Lake Rd. (16) (Phone: ED 1-6450)
R. H. Gravatt, Owner
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, producduction displays

Ivel Construction Corp.

811 Prospect Ave. (Phone: PR 1-2942)
Leon Gordon Miller, Manager
(See listing under Brooklyn)

Ohio Displays, Inc. (EP & DA)

2206 W. Superior Viaduct (13) (Phone: CH 1-3777)
Clifford T. McKay, Vice President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Rappaport Studios, Inc. (EP & DA)

1618 Walnut Ave. (14) (Phone: SU 1-6960)
Maurice I. Rappaport, President
Departments: Exhibit Design, Exhibit Construction, Photo Reproductions & Murals
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Rogers Display Studios (EP & DA)

5815 Kinsman Rd. (4) (Phone: UT 1-0676)
Van R. Rogers, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth furniture rental, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Sales Improvement Display Co.

5103 Lakeside Ave. (14) (Phone: EX 1-3424)
Frederic W. Gill, President
Departments: Exhibit Design, Exhibit Construction Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Harvey G. Stief, Inc. (EP & DA)
424 E. 131st St. (8) (Phone: GL 1-4243)
Harvey G. Stief, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic
Services: Installation, booth furniture rental, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

United Exposition Service Co.
1940 E. 6th St.
William S. Stetson, General Manager
(See listing under Atlantic City)

DAYTON

Merchandise Displays, Inc. (EP & DA)
233 Leo St. (4) (Phone: MIchigan 8353)
R. H. Kaiser, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, floats, animation devices

TOLEDO

Activ-Ad, Incorporated
21 S. Erie St. (2) (Phone: CHerry 8-3541)
L. K. Mueller, President
Departments: Exhibit Design, Exhibit Construction, Hardbound Fabricating, Metal Fabricating, Plastics, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays

Herzberg Decorating Studios
835 Broadway (9) (Phone: CHerry 3-5978)
Max R. Herzberg, Owner
Departments: Sign
Services: Show decorating, exhibit rental
Special Units: Floats

OREGON

PORTLAND

Porterfield Sign Advertising (EP & DA)
4412 S.W. Corbett Avenue (Phone: CApitol 6-2446)
Wilbur A. Porterfield, President

Charles L. Wakefield-Displays-Decorations
4422 S.W. Corbett St. (Phone: CApitol 2-6440)
Services: Booths, stages, signs, flags, draperies, furniture, lighting, display materials, mobile units

PENNSYLVANIA

PHILADELPHIA

The Art Guild of Philadelphia (EP & DA)
134 N. 22nd St. (3) (Phone: LOcust 7-3322)
Morris Beck, Manager

Lewis Barry, Inc. (EP & DA)
275 S. 59th St. (39) (Phone: SHerwood 8-3113)
(See listing under New York City)

Design Associates, Inc. (EP & DA)
4422 Market St. (4) (Phone: EVergreen 2-2747)
Warren T. Logan, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Dirmeyer Displays, Inc. (EP & DA)
3330-44 Rorer St. (34) (Phone: GArfield 5-5130)
Michael H. Dirmeyer, Secy.-Treas.
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Silk Screen, Sign, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, dioramas, production displays, animation devices

The Display House
1101 S. 20th St. (46) (Phone: PE 5-4448-49-50)
Archie Lewy, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical, Woodwork, Cabinet Construction, Silk Screen
Services: Installation, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, mobile units, production displays, dioramas, animation devices, floats

General Exhibits (EP & DA)
1600 S. Bambrey St. (45) (Phone: HOward 7-1600)
William J. Schar, Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, mobile units, animation devices

Wm. H. Simkins Studios (EP & DA)
3 Penn Center Plaza (Phone: LO 4-0202)
Luke H. Lipka, Manager

W. E. Sparks Studio, Inc. (EP & DA)
2415 South St. (46) (Phone: KI 5-6040)
Donald R. Sparks, President
Departments: Exhibit Design, Exhibit Construction, Painting
Services: Installation, storage
Special Units: Self-contained units, mobile units, animation devices

United Booth Equipment Co.
630 S. 42nd St. (4) (Phone: EVergreen 6-2772)
Sol Katz, General Manager
(See listing under Atlantic City)

PITTSBURGH

Gardner Displays Co.
See Advertisement, Page 211
477 Melwood St. (13) (Phone: MA 1-9443)
Edward DeLuca, Vice-President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Models
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Gardner, Robinson, Stierheim & Weis, Inc.
5875 Center Ave. (6) (Phone: EM 2-1400)
R. P. Stierheim, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

TENNESSEE

MEMPHIS

PLAN NOW FOR 1958

You get MORE EFFECTIVE EXHIBITS at LESS COST

. . . when you develop a complete, detailed exhibit program covering all shows you intend to enter.

We are at your service in every phase of this task, from supplying lists of shows to design and construction of displays.

Helpful information is listed in the coupon at the bottom of this column. Just fill it out and put it in the mail.

GARDNER DISPLAYS
477 Melwood St., Pgh. 13, Pa.
Detroit · Chicago · New York

Gardner Displays · 477 Melwood St. Pittsburgh 13, Pa.

Please send us . . .
☐ Special Exhibitor's Check List
☐ Drama and Action in Trade Show and Institutional Exhibits
☐ Add my name to your regular mailing list.
☐ Send list of shows and complete data on the following:

Name _____
Company _____
Address _____
City _____ Zone ____ State _____

- EXHIBIT BUILDERS
- SHOW DECORATORS
- FURNITURE SUPPLIERS

Memphis continued

Newhouse Co., Inc.
124 Exchange Ave.
Will Grimes, Mgr.
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating

TEXAS

HOUSTON

Arnold-Rogers
101 Main St. (2) (Phone: CApitol 7-6165)
Frank Arnold, Partner
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, show decorating

VIRGINIA

ALEXANDRIA

Design & Production, Inc. (EP & DA)
826 Slaters Lane (Phone: KI 8-8080)
Leonard C. Rennie, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Models
Services: Installation and storage limited
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, electronics units

ARLINGTON

Theodore & John Christensen, Inc. (EP & DA)
1233 Jefferson Davis Highway (2) (Phone: OT 4-7608)
Fred H. Sorrough, Sales Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

WASHINGTON

SEATTLE

Rowan Decorating Company, Inc. (EP & DA)
2110 Western Ave. (1) (Phone: MA 4075)
W. Al Rowan, President

WISCONSIN

MILWAUKEE

Art Siemann Advertising, Inc. (EP & DA)
2201 W. Greenfield Ave. (4) (Phone: MItchell 5-6365)
Art Siemann, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical
Services: Installation, booth background and drape rental, show decorating
Special Units: Self-contained displays, production displays, floats

Derse Advertising Co. (EP & DA)
2620 West St. Paul Ave. (3) (Phone: DI 4-2770)
Robert Draeger, Display Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Foster Custom Displays, Inc.
224 E. 1st St. (4) (Phone: BR 6-0668)
Earl J. Foster, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Gray-Way Advertising Displays, Inc. (EP & DA)
3727 N. Palmer St. (12) (Phone: FR 4-0840)
F. E. Gray, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Mechanical, Model Making
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Hartwig Displays, Inc. (EP & DA)
1325 N. Van Buren St. (2) (Phone: BR 6-4857)
Walter A. Hartwig, President
Departments: Exhibit Design, Exhibit Construction, Metal and Plastic Fabrication, Electrical, Mechanical
Services: Installation, exhibit and furniture rental, storage
Special Units: Self-contained units, models, dioramas, terminal displays, animated figures, mobile units

NO SQUIRM
NO SHIFT
NO Slide

With American Seating Folding Chairs

You're comfort-sure with American Seating Folding Chairs—whether for hour sessions or week-long meetings. That's because seats conform naturally to body contours and automatically adapt to size of occupant and various body positions.

Shoulders rest comfortably against deep-drawn back panels. Even portly people find ample room in the extra width and depth of seat, and extra depth of the formed back panel.

American Seating Folding Chairs are engineered for maximum strength and longer life. Four seat styles: shaped steel, plywood, upholstered, and theatre-type spring-arch. Plus complete line of accessories and storage trucks. For full details, contact your American Seating man today.

No. 60 Spring-Arch Upholstered Chair

AMERICAN SEATING
Grand Rapids 2, Michigan
WORLD'S LEADER IN PUBLIC SEATING

Lothar Display Engineering Co.
3536 W. Fairmount Ave. (9) (Phone: UP 3-0882)
Lothar M. Weichelt, Owner
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Plastic Fabricating, Eletcrical, Mechanical, Model Making
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Motion & Display Co.
1032 W. Somers St. (5) (Phone: BR 1-3921)
Leon Marks, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical, Spray Painting
Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Wisconsin Display Studios
1124 N. 5th St. (5) (Phone: BRoadway 6-2675)
William Leutner, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

CANADA

BRITISH COLUMBIA

VANCOUVER

Challier & Co., Inc.
1451 Adanac St. (Phone: HAstings 8417)
Herbers Challier, Presidenet
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

ONTARIO

TORONTO

Arrow Displays
586 Kingston Road (8)
Phone: OX 9-2315
W. Wallis, Owner
Departments: Sign
Services: Exhibit rental, show decorating

Dana Designs, Ltd.
19 Yorksville Ave. (Phone: WA 4-8453)
Lloyd A. Hackwell, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth furniture rentals

Design Craft, Ltd.
340 Dufferin St. (Phone: LEnnox 4-8471)
C. M. Charters, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Display Service Co., Ltd.
101-103 Queen St., E. (Phone: EM 3-5125)
Gordon F. Hall, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Carpentry
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Dynamic Displays, Ltd.
200 Geary Ave. (Phone: LE 1-5051)
Frank J. Bernard, President
Departments: Sign, Electrical, Mechanical, Exhibit Design, Exhibit Construction
Services: Installation, booth furniture rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Staples Sign & Display Ltd.
544 King St., W. (Phone: EM 6-2709)
G. O. Staples and J. N. Staples, Partners
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Carpentry
Services: Installation, booth background and drape rental, booth furniture rental, storage
Special Units: Self-contained displays, production displays, animation devices

Stronco Ltd.
111 Leicester Ave. (18)
(See Hale Decorators, Buffalo)

MONTREAL

Carl Mangold, Ltd.
1495 St. James St., W. (Phone: WEllington 2-6179)
Carl Mangold, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Carpentry
Services: Installation, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Taylor Advertising, Ltd.
425 River St. (Phone: TR 2571)
V. E. Traversy, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

BADGE SUPPLIERS

CALIFORNIA

LOS ANGELES

Award Incentives, Inc.
4710 Crenshaw Blvd.
(See listing under New York City)

SAN FRANCISCO

Danziger Sales Co.
1355 Market St. (3) (Phone: MArket 1-1172)
Dan Danziger, President
Products: Badges, ribbon, buttons, convention gifts

Award Incentives, Inc.
557 Howard Street
(See listing under New York City)

COLORADO

DENVER

Colorado Badge & Novelty Co.
2051 Champa St. (5) (Phone: AComa 2-3813)
Products: Badges in celluloid, ribbon and metal

Just for Fun!

Any time you need to perk things up . . . or want to cap off an already successful function, just pass out a round of these "Party Poppers." Within seconds you'll be having more fun than you've had in years . . . We guarantee it! Pull the string "trigger" on these miniature, colored paper champagne bottles, there's a loud POP and streamers shower out a distance of 10 to 20 feet! Each bottle is about 4 inches high and there are six different colors. Inexpensive too . . . just $8 per half gross; $15 a gross. Special labels for imprinting supplied on request. You've got to like these or we'll refund your money. Sorry, no C.O.D.'s.

PARTY HOUSE
Dept. SM, Box 531
GREENEVILLE, TENNESSEE

Comprehensive line to cover all your convention needs. Premiums, ribbons, novelties, medallions, plaques, and many other specialties to give that added boost to your sales meeting, convention, or special function.

Offices in all principal cities

AWARD INCENTIVES, INC.
200 WILLIAM STREET, NEW YORK 38, N. Y.

"Adver TIES" WILL BE SPECIALLY MADE to faithfully reproduce your Trade Mark, Slogan, or your Product . . . Many progressive-minded concerns, National and International, are regular users of "Adver TIES".

This high-grade neckwear is designed to your specific needs on Regular or Bow Ties—styled with 'dignity' or with the 'unusual' touch . . . HAND MADE of highest quality to give 'zest' to your sales program, convention, new product, or any special event . . .

Write TODAY for details. Furnish ad samples and give estimated quantity.

adver TIES
TRADE MARK

AMERICAN
NECKWEAR MFG. CO.
Dept. MS
320 S. FRANKLIN ST.
CHICAGO 6, ILLINOIS

BADGE SUPPLIERS
continued

ILLINOIS

CHICAGO

Adcraft Manufacturing Co.
455 N. Oakley Blvd. (12) (Phone: MO 6-0272)
F. J. Sitzberger
Products: Badges, printed inserts, registration cards

Award Incentives, Inc.
300 W. Adams St.
(See listing under New York City)

Green Duck Metal Stamping Co.
1520 W. Montana St. (14) (Phone: LAkeview 5-7100)
Products: Badges in celluloid, ribbon and metal

Parisian Novelty Co.
3510 S. Western Ave.
L. E. Kahn, President
Products: Badges, badge holders, buttons, advertising specialties

MASSACHUSETTS

BOSTON

Arthur Blank & Co., Inc.
See Advertisement, Page 215
38 Causeway St. (14)
Harry Blank, Manager
Products: Convention badges, plastic holders, printed plastics, buttons, badges, ribbons

Award Incentive, Inc.
136 Manthorne Road
(See listing under New York City)

Pilgrim Badge & Specialty Co.
266 Babcock St. (15) (Phone: STadium 2-9300)
Products: Badges in plastic, ribbon and metal

MINNESOTA

MINNEAPOLIS

Award Incentives, Inc.
4437 York Avenue, N.
(See listing under New York City)

Midwest Badge & Novelty Co., Inc.
4420 Excelsior Blvd. (16) (Phone: WAlnut 7-9901)
A. F. Collins, President
Products: Badges, buttons, trophies

MISSOURI

KANSAS CITY

Jack Bilt Corp.
906 Central St. (6)
Frank D. Jackson, President
Products: Pressure-sensitive stick-on badges

ST. LOUIS

Award Incentives, Inc.
8623 Brookshire
University City 24
(See listing under New York City)

St. Louis Button Co., Inc.
415 Lucas Ave. (2) (Phone: CEntral 1-4916)
Products: Celluloid buttons, plastic badge cases

NEW JERSEY

NEWARK

The Whitehead & Hoag Co.
272 Sussex Ave. (1) (Phone: HUmboldt 3-4600)
A. E. Wunderlich, Sales Promotion Manager
Products: Arm bands, badges in plastic and metal, buttons in plastic and metal, ribbons, trade show souvenirs,

NEW YORK

BEAVER FALLS

Glenfield Plastics, Inc.
Prone: LOwville 430
Robert H. Snow, Asst. Sales Manager
Products: Badge holders, printed inserts, ribbons

NEW YORK

Award Incentives, Inc.
200 William St. (38) (Phone: DI 9-1991)
Murray Nedell, President
Products: Badges, ribbons, emblems, trophies
See Advertisement, Page 214

Best Banner & Novelty Co.
43 E. 20th St. (3) (Phone: AL 4-2255)
Sol Hirsch, Owner
Products: Badges, buttons, ribbons, arm bands

Green Duck Metal Stamping Co.
55 W. 42nd St.
(See listing under Chicago)

E & H Simon, Inc.
381 Fourth Ave. (16) (Phone: LExington 2-0430)
Herbert Simon, President
Products: Badges, trophies, advertising specialties

ROCHESTER

Award Incentives, Inc.
25 Holcomb Street
(See listing under New York City)

The Metal Arts Co., Inc.
742 Portland Ave. (21) (Phone: BAker 1385)
Linus Heberger, Sales Manager
Products: Barges

OHIO

CINCINNATI

Award Incentives, Inc.
6098 Dryden Street
(See listing under New York City)

Pettibone Bros. Mfg. Co.
224-228 E. 8th St. (2) (Phone: CH 1-5080)
Gene Mesh, Sales Manager
Products: Badges, buttons, ribbons, badge cases, banners, flags

PAINESVILLE

Fasson Products, Div. of Avery Paper Co.
250 Chester St. (Phone: ELmwood 2-3377)
Seth Wheeler, Sales Manager, Graphic Arts Div.
Services: Pressure-sensitive signs, badges

OREGON

PORTLAND

Irwin-Hodson Co.
439 N.W. 15th St. (9) (Phone: CA 7-2401)
Edgar A. McDonald, Jr.
Products: Badges, ribbons, badge bars

PENNSYLVANIA

PHILADELPHIA

Award Incentives, Inc.
2817-19 N. Broad Street
(See listing under New York City)

Philadelphia Badge Co., Inc.
1007 Filbert St. (7) (Phone: WAlnut 2-1790)
Mrs. Gertrude J. Bell, Sales Manager
Products: Pressure-sensitive badges, badge cases

RHODE ISLAND

PROVIDENCE

Emblem & Badge Mfg. Co.
68 Pine St. (3) (Phone: DExter 1-5444)
Nathan Resnik, Manager
Products: Badges, buttons, trophies, emblems

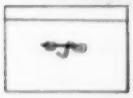
TENNESSEE

CHATTANOOGA

Eaves Badge & Emblem Co.
107 E. 8th St. (2) (Phone: 6-1614)
George G. Eaves, Partner
Products: Barges, ribbons

CONVENTION BADGES

PIN STYLE BADGE



ALL SIZES IN STOCK

100 lots	$4.20 per hundred
1000 lots	$37.80 per M
5000 lots	$33.50 per M

FOLDED POCKET FLAP STYLE

IT'S NEW! . . . this practical pinless style name holder. Simply insert into pocket.

100 lots	$4.00 per hundred
1000 lots	$34.00 per M
5000 lots	$30.00 per M

Write for quantity prices and catalogs

ARTHUR BLANK & CO., INC.
40 CAUSEWAY ST., BOSTON 14, MASS.

KNOXVILLE

Colonial Press
409 Wall Ave. (1) (Phone: 2-4611)
R. L. Quinn, General Manager
Products: Badges

CANADA

ONTARIO

GUELPH

Plastimold
P. O. Box 62 (Phone: 7266W)
B. T. Beattie, Owner
Products: Badges, ribbons

MODEL AGENCIES

COLORADO

DENVER

Morganti Charm and Modeling School
1443 Stout St. (2) (Phone: ALpine 5-4885)
Ruth Cooter, Director
Services: Models, demonstrators

FLORIDA

WINTER PARK

Winter Park Model Agency
Greenada Court, Part Ave., S. (Phone: Winter Park 5-9211)
Services: Fashion shows, models, demonstrators

GEORGIA

ATLANTA

Patricia Stevens Modeling School
585 Peachtree St., N.E. (Phone: EM 5348)
Miss Bauder, Director
(See listing under Chicago)

ILLINOIS

CHICAGO

Nancy Simpson Agency
See Advertisement, Page 86
64 W. Randolph St. (Phone: ANdover 3-1856)
Edgar H. Simpson, Genl. Mgr.
Services Models, narrators, receptionists, demonstrators, sales assistants, fashion shows, charm lectures & programs for convention wives

Patricia Stevens Modeling School
22 W. Madison St. (Phone: ST 2-9100)
Services: Models, receptionists

Patricia Vance Model Agency
131 S. Wabash St. (Phone: FInancial 6-5430)
Ed Harrell, Manager
Services: Models, receptionists, talent

MASSACHUSETTS

BOSTON

Rogers Model Agency
30 Huntington Ave. (16) (Phone: COmmonwealth 6-3420)
Roly Rogers, Director
Services: Models, receptionists, demonstrators

MICHIGAN

DETROIT

Patricia Stevens Modeling School
1457 Griswold Ave. (26) (Phone: WO 2-0606)
Bob Longwell, Director
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Vangen Models
4112 Highwood Rd. (16) (Phone: WAlnut 6-4336)
Margaret Vangen, President
Services: Models, hostesses, actors, props, costumes

NEW JERSEY

ATLANTIC CITY

Atlantic City Models' Guild
Convention Hall (Phone: 2-2222 or 2-4444)
Marie McCullough, Executive Director
Services: Models, receptionists, sales assistants, fashion shows, charm lectures, sightseeing tours, entertainment all types of programs

NEW YORK

BUFFALO

Ferrel School of Modeling
271 Delaware Ave. (Phone: MO 6898)
Marion K. Ferrel, Director
Services: Models, receptionists

NEW YORK

Saxi J. Holtsworth Model Agency
316 W. 57th St. (19) (Phone: CO 5-9361)
Saxi J. Holtsworth, President
Services: Models, booths, demonstrators

Bev. Salie Agency Inc.
151 E. 50th St. (Phone: PLaza 3-0161)
Services: Models, receptionists

OHIO

CINCINNATI

Patricia Stevens Modeling School
Netherland Plaza Hotel (Phone: GA 1-1500)
Kathleen Wellman, Director
(See listing under Chicago)

MODEL AGENCIES

continued

PENNSYLVANIA

PHILADELPHIA

Patricia Stevens Modeling Agency
1621 Chestnut St. (Phone: LOcust 7-1300)
Joan Klein, Director
Services: Models, receptionists

TENNESSEE

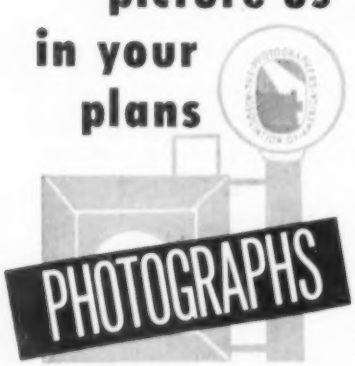
MEMPHIS

Models by Cathy
Hotel King Cotton (Phone: JAckson 6-5883, ext. 200)
Cathy Bauby, Owner
Services: Models, charm lectures, fashion shows, demonstrators, receptionists, bands, combos, talent acts

TEXAS

AUSTIN

picture us in your plans



PHILADELPHIA'S CONVENTION PHOTOGRAPHERS

Specializing in all phases of convention and Commercial photography

RI 6-2028

Philadelphia's official hotel photographers since 1918

STANDARD PHOTO SERVICE

2031 CHESTNUT ST. • PHILA. 3

Angela Ussery Agency of Modeling and Charm
901 W. 24th St. (5) (Phone: GR 8-1333)
Angela Ussery, Director
Services: Fashion shows, charm lectures

FT. WORTH

Howard-Eades Modeling School
Westbrook Hotel, 623 Salon (Phone: ED 9018)
Theodosia Howard
Services: Models, receptionists, fashion shows

HOUSTON

Mary Beth McDonald Modeling School
1006 Berry St. (4) (Phone: JA 9-3531)
Lynn Roberts, Director
Services: Models for photography, fashion, television and conventions, receptionists and demonstrators

PHOTOGRAPHERS

ARIZONA

PHOENIX

Bob Markow Photography
1832 N. 7th Ave. (Phone: AL 2-3327)
Bob Markow, Owner

CALIFORNIA

SAN FRANCISCO

Cristof Studio
823 Powell St. (8) (Phone: EX 2-5710)
K. E. Cristog, Owner

Gabriel Moulin Studios
181 Second St. (5) (Phone: YU 6-4224)
William L. Jahnke, Sales Director

COLORADO

DENVER

Charles Grovery Photography
1479 S. Jackson St. (10) (Phone: SKyline 6-6283)
Charles E. Grovery, Owner

CONNECTICUT

HARTFORD

Capitol Studios, Inc.
26 High St. (3) (Phone: JAckson 5-1175)
Norman Pastor, President

DISTRICT OF COLUMBIA

WASHINGTON

Chase Studios, Ltd.
19th & M Sts., N.W. (16) (Phone: DIstrict 7-4900)
Emil Schaefer, President

Harris & Ewing
1304 G St., N.W. (5) (Phone: NA 8-8700)
Andrew J. May, Vice-President

Tenschirt Photo Co.
1524 K St., N.W. (Phone: NAtional 8-5495)
Joe Tenschirt, Owner

FLORIDA

MIAMI BEACH

Noel Lanham
Sans Souci Hotel (Phone: JE 8-6861)

ST. PETERSBURG

Abby Photographers, Inc.
1411 4th St. S. (5) (Phone: 5-5540)
Albert J. Bottorff

GEORGIA

AUGUSTA

Morgan Fitz Photographers
305 Herald Bldg. (Phone: 4-7759)
Morgan Fitz, Owner

ILLINOIS

CHICAGO

Oscar & Associates, Inc.
63 E. Adams St. (3) (Phone: WAbash 2-0056)
Jerry A. Smolka, Secq.-Treas.

PICS Photographers
187 N. LaSalle St. (1) (Phone: DEarborn 2-1062)
Wayne A. Thiem, Vice-President

MASSACHUSETTS

BOSTON

Fay Foto Service, Inc.
45 W. Canton St. (Phone: COpley 7-2000)
Harry Selig, Manager

MINNESOTA

MINNEAPOLIS

Hasco Photographic Studio
1109 S. 2nd St. (15) (Phone: FEderal 8-4008)
Henry A. Simacek, Sr., Manager

ST. PAUL

Schawang Studio
95 W. 7th St. (2) (Phone: CA 2-4885)
Peter E. Schawang, Jr., Partner

MISSISSIPPI

JACKSON

Hiatt Photo Service
423½ E. Capitol St. (Phone: 2-8018)

MISSOURI

ST. LOUIS

Dorrill Photographers
922 Pine St. (1) (Phone: CE 1-0606)
Irv Schankman, Manager

NEW JERSEY

ATLANTIC CITY

Central Studios
625 Atlantic Ave. (Phone: 4-1216)
Morris Newstat, Owner

Fred Hess & Son
166 S. Virginia Ave. (Phone: 4-6114)

NEW YORK

NEW YORK

Convention Photos
58 E. 34th St. (16) (Phone: MU 5-7326)
George Jervas & O. Winston Link

Universal Photo Service
28 W. 31st St. (Phone: CHickering 4-3825)
Jack Lichtman, Manager

OHIO

AKRON

National Convention Photo Service
1528 East Ave (14) (Phone: PL 3-8917)
Sid Mendelson, Manager

CINCINNATI

Marsh Photographers, Inc.
12 E. Ninth St. (2) (Phone: GArfield 1-1234)
Sargent J. Marsh, President

Osborne Photographers
505 Elm St. (2) (Phone: MA 1-3948)
Sam Spade, Convention Manager

CLEVELAND

Miller-Erler Studios
113 St. Clair Ave., N.E. (14) (Phone: MAin 1-3279)
Art Miller, Manager

COLUMBUS

Firestone Photographs
168 N. 3rd St. (15) (Phone: CApitol 8-5883)
Daniel Firestone, Owner

PENNSYLVANIA

PHILADELPHIA

Jules Schick, Photography
Architects Bldg. (3) (Phone: LOcust 4-4248)
Jules Schick, Partner

Standard Photo Service
See Advertisement, Page 216
2031 Chestnut St. (13) & Sheraton Hotel (Phone: RIttenhouse 6-2028)
Sidney Robbins, President

PITTSBURGH

Vinard Studios
273 N. Craig St. (13) (Phone: MU 1-0314)
Lou Malkin, Owner

TENNESSEE

NASHVILLE

Grannis Studios
4003 Hillsboro Rd. (Phone: CYpress 2-5380)
Bob Grannis, Owner

TEXAS

FT. WORTH

W. D. Smith Commercial Photographs
1307 W. El Paso St. (3) (Phone: EDison 5-5555)
W. D. Smith, Owner

SAN ANTONIO

Lande Studio
3133 N. McCullough Ave. (12) (Phone: TAylor 4-2451)
Les Lande, Owner

WASHINGTON

SEATTLE

Kaminski Photography
5711 Phinney Ave. (3)
Harold Kaminski, Owner

SPOKANE

Charles A. Libby & Son
S 218 Lincoln St. (Phone: MA 4-5535)
Charles A. Libby, Manager

WEST VIRGINIA

CHARLESTON

W. E. Bollinger & Sons
128 Delaware Ave. (12) (Phone: DI 2-6561)
Cramer G. Bollinger, Partner

ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS

CALIFORNIA

BERKELEY

Muir Theatrical Agency
Hotel Claremont (5) (Phone: THorn 5-6479)
Jimmy Muir, Manager
Services: Entertainment, music, models, receptionist

BEVERLY HILLS

General Artists Corp.
9650 Santa Monica Blvd. (Phone: CRestview 1-8101)
Henry Miller, Vice-President
(See listing under Chicago)

Music Corp. of America
9370 Santa Monica Blvd. (Phone: CRestview 6-2001)
(See listing under New York)

HOLLYWOOD

The Jam Handy Organization
1402 Ridgewood Place (28)
(See listing under Detroit)

Wilding Picture Productions, Inc.
5981 Venice Blvd.
(See listing under Chicago)

POMONA

Otto Program Management
1118 Verde Court (Phone: LYcoming 6-3090)
Albert S. Otto, Director
Services: Speakers, entertainers

SAN DIEGO

Crown Theatrical Agency
Hotel San Diego (1) (Phone: BElmont 5-0836)
Billy Carmen, Owner
Services: Music, entertainment

SAN FRANCISCO

Larry Allen Agency
470 Columbus Avenue (11) (Phone: EXbrook 2-8033)
Dinty Moore, Owner
Services: Music, entertainment

Haymond Booking Agency
450 Geary St. (2) (Phone: PR 5-4732)
Camile Haymond, Partner
Services: Music, entertainment, speakers

New York Chicago Dallas Miami Washington Hollywood

INDUSTRIAL SHOWS
SALES MEETINGS
CONVENTIONS
DRAMATIZATIONS
ANNIVERSARIES
THEMES
PACKAGE SHOWS

JACK MORTON PRODUCTIONS
Entertainment Counselors to Business

COMPLETE CREATIVE AND PRODUCTION FACILITIES.

Write for Brochure — 720 Fifth Avenue, New York 19, New York

ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS

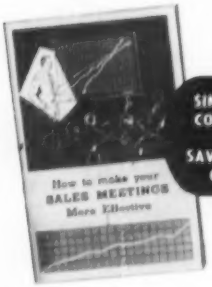
continued

Monte Brooks Productions
260 Kearny St. (8)
(See listing under Portland, Ore.)

Music Corp. of America
105 Montgomery St. (Phone: EXbrook 2-8922)
(See listing under New York)

COLORADO

NOW! new ways to make your **SALES MEETINGS** more effective!



SINGLE COPIES $1.00 EACH
SAVE $20 ON ORDERS OF 100 COPIES

proved techniques to give your salesmen the things they want most from sales meetings.

written by the trainers of sales managers for Swift, Hotpoint, Campbell Soups, Coca-Cola.

acclaimed at the 1957 NSE National Convention in Los Angeles, Calif.

designed to make your next sales meeting the best you've ever held.

Send orders direct to
Poetzinger, Dechert and Kielty, Inc.
36 South Wabash Avenue
Chicago 3, Illinois

DENVER

Jack Blue Agency
1441 Walton St. (2) (Phone: ALpine 5-0301)
Services: Music, entertainment, speakers

Oberfelder Concert Office
1714 Stout St. (2) (Phone: TAbor 5-6101)
Hazel M. Oberfelder, Owner
Services: Concerts, plays

CONNECTICUT

HARTFORD

Landerman Orchestras
635 Main St. (Phone: CHapel 9-8619)
Paul Landerman, Partner
Services: Music, entertainment, speakers

DISTRICT OF COLUMBIA

WASHINGTON

Lee Maxfield Orchestras
2301 40th St., N.W. (7) (Phone: EM 2-7676)
Lee Maxfield, Owner
Services: Music, entertainment

Jack Morton Productions
See Advertisement, Page 217
1025 Connecticut Ave. (6) (Phone: NAtional 8-4273
Jack Morton, Owner
Services: Entertainment, music, sales dramatizations

Sidney's Orchestras, Inc.
Mayflower Hotel (6) (Phone: EXecutive 3-2255)
Sidney Seidenman, Jr., Vice-President
Services: Music, entertainment

FLORIDA

MIAMI

Music Corp. of America
25 SE 2nd St.
(See listing under New York)

Jack Morton Productions
530 Biscayne Blvd. (Phone: FRanklin 9-5107)
Don Robbins, Director
(See listing under Washington)

MIAMI BEACH

General Artists Corp.
975 Arthur Godfrey Rd. (Phone: JEfferson 8-6292)

GEORGIA

ATLANTA

Allied Artists Agency
710 Peachtree St., N.E. (Phone: TRinity 6-7594)
Ross Russell, Owner
Services: Music, entertainment

Arnold Agency
711 Henry Grady Bldg. (Phone: JAckson 3-2521)
Services: Music, entertainment

SMYRNA

Robert Hough & Associates
558 Burbank Circle
(See listing under Dallas)

ILLINOIS

CHICAGO

Alan M. Fishburn Productions
See Advertisement, Page 218
333 N. Michigan Ave. (1) (Phone: DEarborn 2-0657)
A. M. Fishburn, Presdient
Services: Industrial show production

General Artists Corp.
8 S. Michigan Ave. (3) (Phone: STate 2-6288)
P. A. Lombard, Vice-President
Services: Music, entertainment, show productions

The Jam Handy Organization
230 N. Michigan Ave. (1)
(See listing under Detroit)

Phil Levant Music & Entertainment
332 S. Michigan Ave. (4) (Phone: HArrison 7-7157)
Phil Levant, Owner
Services: Music, entertainment

Jack Morton Productions
333 N. Michigan Ave. (Phone: FRanklin 2-5520)
Ben Engstrom, Don Walker, Directors
(See listing under Washington)

Music Corp. of America
430 N. Michigan Ave.
(See listing under New York)

Noble-Bergner Agency
140 N. Dearborn St.
(See listing under Cleveland)

Yours for the asking . . .
Mr. Meeting Executive!

We think you'll enjoy reading it. Address your request on your letterhead to

ALAN M. FISHBURN
Productions
333 North Michigan Avenue Chicago 1, Illinois
DEarborn 2-0657

We've prepared a limited quantity of reprints of "A PRIMER FOR INDUSTRIAL SHOWMANSHIP", an article we recently did for *Variety*, the Bible of Showbusiness. This little piece treats some of the ABC's of conventions, sales meetings and industrial shows with a liberal smattering of humor.

In addition, it will acquaint you with the calibre of the clients we have been serving since 1948, and provides pertinent information about the many PERSONALIZED SHOWMANSHIP services which we perform.

Sidney J. Page
203 N. Wabash Ave. (1) (Phone: STate 2-7344)
Sidney J. Page, Owner
Services: Music, entertainment, show production

Lee Parker Productions
333 N. Michigan Ave. (Phone: ANdover 3-2986)
Lee Parker, Producer
Services: Producer of industrial shows

Poetzinger, Deckert & Kielty
See Advertisement, Page 218
36 S. Wabash St.
Jack Kielty, Pres.
Services: Basic sales training newly hired salesmen. Continuous sales training for experienced salesmen. Supervisory sales training for sales management. Develop sales meetings for various purposes. Sales tools and sales promotional material

Eddie Sligh Agency
720 N. Wabash Ave. (11) (Phone: WHitehall 4-1049)
Eddie Sligh, Owner
Services: Music, entertainment

Wilding Picture Productions, Inc.
1345 Argyle St. (Phone: LOng Beach 1-8410)
Jack Rheinstrom, Vice-President, Sales
Services: Industrial show production

INDIANA

CONNERSVILLE

Hugh Maxwell Walters
400 West 27th St. (Phone: 104)
Services: Humorous speakers

INDIANAPOLIS

Burnett Theatrical Studios
223 Essex House (4) (Phone: ME 5-5519)
Barney Burnett, Owner
Services: Music, entertainment, models

IOWA

DES MOINES

Grossman Entertainment Service
700 Royal Union Bldg. (9) (Phone: 3-5050)
John F. Plannalp, Partner
Services: Music, entertainment

KENTUCKY

LOUISVILLE

Chester Lorch Agency
2343 Lansdowne Ave. (17) (Phone: MElrose 6-3103)
Services: Music, entertainment

LOUISIANA

NEW ORLEANS

Marion Hardy Enterprises
1236 National Bank of Commerce Bldg. (12) (Phone: CAnal 8696)
Marion Hardy, President
Services: Music, entertainment, models, speakers

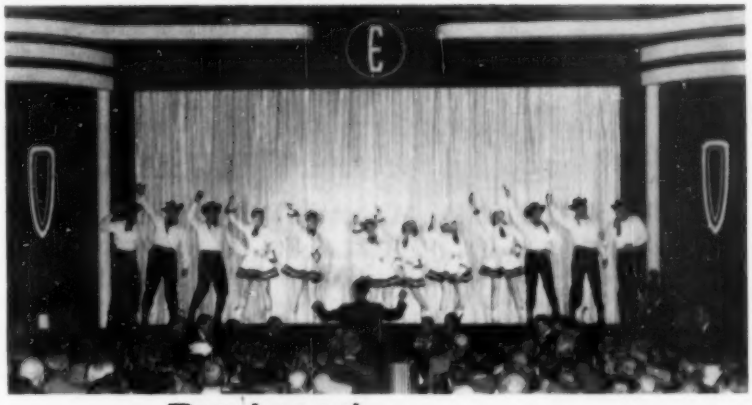
MASSACHUSETTS

BOSTON

Harry Downing Theatrical Agency
120 Boylston St. (16) (Phone: HAncock 6-4403)
Services: Music, entertainment

"Once in a Lifetime"
Edsel Division's
outstanding
announcement
show,

staged
in five regions,
twenty-four
districts.



Produced
by
Regan
Film
Productions,
Inc.

Your next business meeting can be a "Once in a Lifetime" event . . . not just an "everyday" affair.

Your needs, your goals come sparklingly alive with the creative planning and production ideas of the Regan organization.

Stage presentations, motion pictures, slidefilms, and graphics . . . we can work with you from start to final curtain ensuring that your message is effectively and entertainingly delivered.

REGAN FILM PRODUCTIONS
19730 ralston
detroit, 3

MICHIGAN

DETROIT

Finzel Orchestras
3730 Commonwealth Ave. (8) (Phone: TEmple 1-8207)
William Finzel, Manager
Services: Music, entertainment

The Jam Handy Organization
See Advertisement, Cover 4
2821 E. Grand Blvd. (11) (Phone: TRinity 5-2450)
Services: Industrial show production

Music Corp. of America
1612 Book Tower Bldg. (Phone: 2-2604)
(See listing under New York)

Wilding-Henderson, Inc.
13535 Livernois St.
(See listing under Chicago for Wilding Picture Productions, Inc.)

Wilding Picture Productions, Inc.
4925 Cadieux Rd.
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Music Corp. of America
Northwestern Bank Bldg. (Phone: LIncoln 7863)
(See listing under New York)

Al Sheehan, Inc.
625 Second Ave., S. (2) (Phone: FEderal 3-6464)
Al Sheehan, President
Services: Music, entertainment

MISSOURI

KANSAS CITY

Coleman-McLaughlin Artists' Bureau
Penthouse, 1002 Walnut St. (6) (Phone: VI 2-5196)
Services: Entertainment counselors and producers. Floor shows, parties, orchestras, speakers

ST. LOUIS

Wilding Picture Productions, Inc.
3940 Lindell Blvd.
(See listing under Chicago)

NEBRASKA

OMAHA

Romeo-Hammond Productions, Inc.
777 Insurance Blvd. (2)
Services: Music, entertainment

NEVADA

LAS VEGAS

Music Corp. of America
2419 S. 5th St.
(See listing under New York)

NEW JERSEY

MAPLEWOOD

Clifton Entertainment Bureau
Phone: CRestview 3-6171
Richard C. Lyons, Manager
Services: Music, entertainment, speakers

NEW YORK

ALBANY

Jimmy Daley Attractions
11 N. Pearl St. (7)
Jimmy Daley, President
Services: Music, entertainment

NEW YORK

Alan Barrie Productions
1776 Broadway (19)
Alan Barrie, President
Services: Music, entermtainment, show production

JOAN BRANDON
See Advertisement, Page 221
450 W. 24th St. (11) (Phone: CHelsea 2-8387 & JUdson 2-2670)
J. Brandon, Manager
Services: Hypnotism demonstrations

Ray Bloch Associates, Inc.
485 Madison Ave. (22) (Phone: ELdorado 5-4364)
Services: Music, entertainment, show production

READY TO SERVE

Wherever your meeting and whatever your entertainment needs, the Howard Lanin organization stands ready to serve you with sound, creative counselling and the finest products of a vast, exciting world of entertainment.

HOWARD LANIN MANAGEMENT, INC.
A Nationwide Entertainment Service
NEW YORK • PHILADELPHIA • CHICAGO

UNUSUAL IDEAS
to impress the press
to "sell" the salesman
to consume the consumer
contact
UNUSUAL IDEAS Inc.
853 Seventh Ave.
New York City
Circle 5-0687
INDUSTRIAL SHOWS
BUSINESS PARTIES
SALES MEETINGS
• FRANK LYNN
• GLENN WIGGINS

Jimmy Daley Attractions
901 Palace Theatre Bldg. (36)
(See listing under Albany)

General Artists Corp.
640 Fifth Avenue (Pohne: CIrcle 7-7550)
Lawrence W. Kanaga, President
(See listing under Chicago)

The Jam Handy Organization
1775 Broadway (19)
(See listing under Detroit)

Howard Lanin Management, Inc.
See Advertisement, Page 220
113 W. 57th St. (19) (Phone: JUdson 6-3045)
Myron A. Lanin, Vice-president
Services: Entertainment consultants, producers and contractors

Mercury Artists Corp.
730 Fifth Ave. (19) (Phone: JUdson 6-6500)
Services: Music, entertainment

Jack Morton Productions
720 Fifth Ave. (19) (Phone: PLaza 7-8417)
Nina Little, Director
(See listing under Washington)

Ira Mosher Associates
Theatre for Industry
10 Rockefeller Plaza (20) (Phone: CIrcle 7-5888)
Services: Industrial show production

Music Corp. of America
598 Madison Ave. (22) (Phone: PLaza 9-7500)
Services: Music, entertainment, show production

National Theatrical Productions Corp.
1650 Broadway (19) (Phone: JUdson 6-3550)
Louis Ricardo, President
Services: Music, entertainment

Star Entertainment Corp.
222 E. 46th St. (17) (Phone: MUrray Hill 2-2363)
Herbert B. Gellendre, Jres.
Services: Industry show productions

Special Events, Inc.
See Advertisement, Page 7
217 W. 42nd St. (36) (Phone: LA 4-3450)
Max Wolff, President
Services: Music, entertainment, show production

Unusual Ideas, Inc.
See Advertisement, Page 220
853 Seventh Ave. (19) (Phone: CIrcle 5-0687)
Frank Lynn - Glenn Wiggins
Services: Parties, industrial show production

Wilding Picture Productions, Inc.
385 Madison Ave.
(See listing under Chicago)

SYRACUSE

Famous Artists Bureau
Clark Music Bldg. (3)
Murray Bernthal, Director
Services: Music, entertainment

OHIO

CINCINNATI

Ruth Best Entertainment
1807 Union Central Bldg. (2) (Phone: CHerry 1-3333)
Ruth Best, Owner
Services: Music, entertainment, speakers

General Artists Corp.
Carew Tower Bldg. (Phone: MAin 1-1197)
Frank Hanshaw, Manager
(See listing under Chicago)

Regan Film Productions
See Advertisement, Page 219
19730 Ralston (TUlsa 3-4334)
Lawrence M. Regan, President
Services: Industrial show production

Wilding Picture Productions, Inc.
Enquirer Bldg. (2)
(See listing under Chicago)

Dramaturgy, Inc.
See Advertisement, Page 221
2307 Chester Ave. (14) (Phone: PRospect 1-4030)
Services: Industrial show production, script writing, speaker training

Noble-Bergner Agency
803 Fidelity Bldg. (4) (Phone: TOwer 1-1722)
Clinton Noble, Manager
Services: Music, entertainment

Music Corp. of America
Union Commerce Bldg. (Phone: CHerry 1-6010)
(See listing under New York)

Wilding Picture Productions, Inc.
1010 Euclid Ave. (15)
(See listing under Chicago)

COLUMBUS

John M. Moore Agency
16 E. Broad St. (15)
John M. Moore, Owner
Services: Music, entertainment, show production

DRAMATURGY ROAD UNITS...

OPEN FOR BOOKINGS AFTER JULY 1, 1958

A new and economical service designed to deliver and stage your industrial show. Two units available, fully equipped with portable stages, switch boards, lighting, drapes, rear view projection equipment. The equipment may be inspected during their present tours. Write for descriptive literature.

DRAMATURGY INC.
2307 CHESTER AVE. • CLEVELAND 14, OHIO • TEL. PROSPECT 1-4030

"SELLING WITH SHOWMANSHIP"

Write For Brochure
J. BRANDON
450 W. 24 St.
New York 11, N. Y.
Tel. CHelsea 3-8387
JUdson 2-2670

America's Finest Entertainment

JOAN BRANDON

World's Foremost Hypnotist

A Fascinating, Hilarious Show

Hypnotizing 15 to 30 Volunteers
as she has for:

Hotpoint
General Electric
Coca-Cola
Sylvania
Reynolds Aluminum
Webcor
General Motors
Eastman Kodak
Fieldcrest Mills
Gibson Refrigeration Co.
Home Furnishing Shows
Bulova Watch Company
Color Tele, Inc.
American Banker's Assn.
Copper & Brass Research Assn.
Metropolitan Life Ins. Co.
Texas Oil Company
Tele Tone Company
Crosley Company
Anheuser Busch
Home Builders Assn.
IBM
Trailer Life Show
Borden Milk Company
Kentuckiana Show
Better Living Expositions

ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS continued

DAYTON

The Jam Handy Organization
310 Talbott Bldg. (2)
(See listing under Detroit)

Taylor Orchestras & Entertainment
11 West Monument Bldg., Suite 507 (Phone: MIchigan 0531)
Karl Taylor, Owner
Services: Music, entertainment, show production, models

TOLEDO

Paul Spor & Son
Illinois Bldg. (4)
Paul Spor, Owner
Services: Music, entertainment

OREGON

PORTLAND

Monte Brooks Productions
355 Morgan Bldg. (5) (Phone: CA 3-3334)
Monte Brooks, Owner
Services: Music, entertainment, fireworks

Learman Productions
1917 SW 1st Ave. (1) (Phone: CApitol 2-1371)
Al Learman, Owner
Services: Music, entertainment, show production

PENNSYLVANIA

PHILADELPHIA

The Charles Agency
505 Fox Bldg. (3) (Phone: LOcust 4-0467)
Joel Charles, Producer
Services: Orchestras, trade show productions, entertainment, models, speakers

William Honney Agency
1411 Walnut St. (2) (Phone: LOcust 4-1948)
William Honney, Owner
Services: Music, entertainment, productions, speakers

Howard Lanin Management, Inc.
1011 Suburban Station Bldg. (3) (Phone: LOcust 4-0738)
Howard Lanin, Pres.
(See listing under New York)

Suez & Rothbard Theatrical Agency
250 S. Broad St. (2) (Phone: KIngsley 5-1665)
Bernie Rothbard, Partner
Services: Entertainment, floor shows, orchestras, one man shows

PITTSBURGH

Fisher Theatrical Agency
600 Grant Ave. (19)
Joseph J. Fisher, Owner
Services: Music, entertainment, show production

The Jam Handy Organization
Gateway Center (22)
(See listing under Detroit)

Wilding Picture Productions, Inc.
3 Gateway Center
(See listing under Chicago)

RHODE ISLAND

PROVIDENCE

Ralph Stuart Music, Inc.
119 Waterman St. (Phone: ELmhurst 1-0510)

TENNESSEE

MEMPHIS

Eddie Sligh Agency
137 Gayoso Hotel
(See listing under Chicago)

NASHVILLE

Eva Thompson Jones Studios
417½ Church St. (Phone: AM 9-1941 and AL 4-6557)
Services: Music, entertainment, models

TEXAS

AUSTIN

Austin Civic Theatre
2828 Guadalupe Ave. (Phone: 6-0541)
Mel Pape, Managing Director
Services: Variety shows, entertainment, old-fashioned melodramas

DALLAS

Joan Frank Productions
Statler Hilton Hotel (Phone: RIverside 1-6869)
Dick Leonard, Manager
Services: Music, entertainment

General Artists Corp.
1511 Bryan St. (Phone: RIverside 1-3665)
Phil Brown, Manager
(See listing under Chicago)

Robert Hough & Associates
1309 Main St. (2) (Phone: RIverside 7-5007)
Services: Music, entertainment

Jack Morton Productions
1412 Main Street (Phone: RIverside 8-1182)
Charlie Bunn, Director
(See listing under Washington)

Music Corp. of America
2101 N. Akard St. (Phone: PRospect 7536)
(See listing under New York)

SAN ANTONIO

Wallis E. Brennan Theatrical Agency
1343 Fulton Ave. (1) (Phone: PE 5-1711)
Services: Music, entertainment, floor shows, stage shows

UTAH

SALT LAKE CITY

Afton Pitt
1784 Michigan Ave. (5) (Phone: EMpire 3-9819)
Afton Pitt, President
Services: Music, entertainment, special choreography, show production

VIRGINIA

RICHMOND

Tom Pumphrey Agency
516 Mutual Bldg. (19) (Phone: 7-0374)
Tom Pumphrey, Owner
Services: Music, entertainment

WASHINGTON

SEATTLE

Eastern Circuit Vaudeville
404 Orpheum Theatre Bldg. (1) (Phone: ELliott 7125-7135)
Joe Daniels, Booking Manager
Services: Music, entertainment

Jerry Ross Agency
605 Palomar Bldg. (1) (Phone: Seneca 3141)
Jerry Ross, Owner
Services: Music, entertainment

WEST VIRGINIA

CHARLESTON

Capitol Entertainment Agency
14½ Capitol St.
Mason L. Wolfe, Jr., President
Services: Music, entertainment, speakers

ONTARIO

EASTVIEW

Artists Booking Agency
292 Blake Blvd. (Phone: SHerwood 6-4238)
Services: Variety acts for banquets, entertainment

TORONTO

TelePrompTer of Canada, Limited
See Advertisement, Page 187
447 Jarvis St. (5) (Phone: WA 2-2105 or WA 3-8072)
Carl Heydeman, Operations Manager
Services: TelePrompTer, TeleMation, staging, nation-wide closed-circuit television

WINDSOR

Matti Holli
294 Rossini Blvd. (Phone: WH 5-8487)
Services: Music, entertainment

QUEBEC

MONTREAL

TelePrompTer of Canada Limited
See Advertisement, Page 182
1410 Stanley St.
(See listing under Toronto)

AUDIO-VISUAL SUPPLIERS FILM PRODUCERS

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slide-film equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

CALIFORNIA

HOLLYWOOD

Atlas Film Corp.
1931 Rodney Drive
(See listing under Oak Park, Ill.)

Cellomatic Corp.
7313 Santa Monica Blvd.
(See listing under New York)

Dynamic Films
8277 Sunset Blvd.
Mrs. George Zucker, Manager
(See listing under New York)

Jam Handy
1402 Ridgewood Place
(See listing under Detroit)

Kling-California, Inc.
1416 N. LaBrea Ave.
(See listing under Chicago)

Frederick K. Rockett Company
6063 Sunset Blvd. (28) (Phone: HO 4-3183)
F. K. Rockett, Manager
Production: 16mm and 35mm motion pictures, 35mm filmstrips, tape and film recording
Film Rental: Loaned free
Equipment Sales: Yes
Equipment Rental: 1, 4, 5, 6, 10, 13, 15

LOS ANGELES

Coast Visual Co.
5620 Hollywood Blvd. (17)
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Picture Productions, Inc.
5981 Venice Blvd.
John Oser, Manager
(See listing under Chicago)

SAN FRANCISCO

Harry McCune Sound Service
562 Bryant St. (7)
Production: Tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Photo & Sound Co.
116 Natoma St. (5) (Phone: GArfield 1-0410)
Joseph M. O'Hara, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

COLORADO

DENVER

Akin & Bagshaw
2027 East Colfax Ave. (6) (Phone: FR 7-1737)
S. C. Hitchcock, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Audio Visual Center
28 East 9th Ave. (3) (Phone: AComa 2-5813)
R. Kenneth Cromar
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15

Davis Audio-Visual Co.
2023 E. Colfax Ave. (Phone: FL 5-3864 & FR 7-5441)
Ainslie R. Davis
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

CONNECTICUT

HARTFORD

Harrison Harries
110 High St. (Phone: CHapel 9-5648)
Harrison Harries, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

SANDY HOOK

Rolab Studios & Laboratories
Phone: GArden 6-2466
Henry Roger, Owner
Production: 16mm & 35mm sound motion picture, 35 filmstrip slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 5, 6, 9, 10, 12, 13

DISTRICT OF COLUMBIA

WASHINGTON

Atlas Film Corp.
714 Warner Building
(See listing under Oak Park, Ill.)

Paul L. Brand & Son
2153 K St., N.W. (Phone: FEderal 7-1800)
Paul L. Brand, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15

Wilson Gill, Inc.
No. 1 Thomas Circle, N.W. (5) (Phone: STerling 3-1217)
Wilson Gill, Owner
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

FLORIDA

JACKSONVILLE

Burgfilm
1611 San Marco Blvd. (Phone: EX 8-8504)
Frank Burgisser, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MIAMI

Ideal Pictures
55 N.E. 13th St. (32) (Phone: FRanklin 4-8173)
Jack Spire, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ORLANDO

Bowstead's Camera Shop
1039 N. Orange Ave. (Phone: GArden 2-1515)
Chas. H. Evans, Jr., Owner
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 13, 15

Oravisual Aids

speed understanding

They can help you say it better, easier, and with greater impact.

Portable Whiteboard Easels, Giant Roll-Around Easels, Heavy Duty Chart Easels, High-Low Easels, Portable Aluminum Lecterns, Folding Flannel Boards & Magnetic Chalk Boards, Giant Paper Pads, Wall Easels and many other visual aids—

Designed by oral-visual specialists and produced by the world's largest manufacturer of all-aluminum equipment for group communication.

Write for free 24 page catalog.

ORAVISUAL COMPANY, Inc.
FACTORY, BOX 609 A · ST. PETERSBURG 2, FLA.

OVERCOMING OBJECTIONS

A PRIZE WINNING SALES TRAINING FILM

One of the best ways to help salesmen and dealers is to show them sales champions in action. This film does just that. Featuring Borden and Busse—ace sales training team—it will give your next meeting a big boost in audience impact. Try it and see!

You can rent or buy a print of OVERCOMING OBJECTIONS. Details, plus our new film catalog, mailed on request. Write to—

DARTNELL HEADQUARTERS FOR SALES TRAINING FILMS

4660 Ravenswood • Chicago 40, Ill.

AUDIO-VISUAL AIDS FOR YOUR CONVENTION

- Motion Picture Projectors
- Sound Slidefilm Units
- Sound Systems
- Cueing Devices
- Opaque, Slide and O'Head Units
- Cinemascope Lenses and Screens

Technician-Operators by the Hour

DELTA VISUAL SERVICE
815 Poydras St., New Orleans 12, La.
Phones: RA 9061, RA 4444

CIVIC SOUNDFILM SERVICE
1601 Market St., Shreveport, La.
Phone: 4-7654

COMMUNITY SOUNDFILM SERVICE
2813 San Jacinto St., Houston, Texas
Phone: CA 8-2244

RCS
✔ DISPLAYS
✔ PRESENTATIONS
✔ EXHIBITS

VISUAL AIDS make IDEAS effective

***Check List of Services**
(Satisfaction Guaranteed)

☐ PHOTOGRAPHY
Giant Prints
Cutouts
Translites
Photomurals
Copy Photos

☐ OFFSET PRINTING
Color Litho
Planography

☐ PHOTOSTATS
Enlargements
Reductions
Perspectives
True-Tone

RCS delivers Top Quality reproduction, FAST service, at reasonable prices.

FREE! Clip this Ad!
Attach to your letterhead, and new price lists will be rushed to you, with booklets "How to Use Reprints", "Make Mine King-Size", and "Stunts With 'Stats".

RCS Studios
171 W. WACKER DRIVE CHICAGO 6, ILL. PHONE STate 2-5977

AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

ST. PETERSBURG

Oravisual Company, Inc.

See Advertisement, Page 223

Box 609A
J. DeJen, Manager
Equipment Sales: Easels, flannel boards, lecterns

GEORGIA

ATLANTA

Charles D. Beeland Co.

70 4th St. N.W. (8) (Phone: TRinity 5-9088)
Charles D. Beeland, Owner
Production: 16mm, 35mm CinemaScope motion pictures, 35mm filmstrip, slides, stage shows, promotion materials and training manuals
Equipment Sales: Yes

Colonial Film & Equipment Co.

71 Walton St., N.W. (3) (Phone: JAckson 5-5378)
T. E. Hoynes, Manager
Production: 35mm filmstrip, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Francisco Films

185 N. Wabash Ave. (1)
Production: 16mm sound motion pictures, 35mm filmstrip, sound slide films

Henning & Cheadle, Inc.

1140 S. Michigan Ave. (5)
Fran Harrold
(See listing under Detroit)

Ideal Pictures, Inc.

58 E. South Water St. (1)
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jam Handy

230 N. Michigan Ave. (1)
(See listing under Detroit)

Kling Film Productions

1058 W. Washington Blvd. (7) (Phone: SEeley 8-4181)
Harry W. Lange, Exec. Vice-President
Production: 16mm and 35mm motion picture, color & B & W, 35mm filmstrip, slides, tape and disc recording, 90,000 sq. ft. of sound proof stages

Ideal Pictures Co.

52 Auburn Ave., N.E. (3) (Phone: JAckson 3-7643)
George E. Dean, Manager
Film Rental: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ILLINOIS

CHICAGO

Atlas Film Corp.

228 N. LaSalle St.
(See listing under Oak Park, Ill.)

Cellomatic Corp.

152 E. Superior St. (Phone: SUperior 7-9045)
(See listing under New York)

Dallas Jones Productions Inc.

1725 N. Wells St. (Phone: MOhawk 4-5525)
James E. Holmes, Sales Mgr.
Production: Research and creative writing for conventions, motion pictures, slidefilms, slides, wide screen, charts, manuals, quizzes, etc.

Alan M. Fishburn Productions

See Advertisement, Page 218

333 N. Michigan Ave. (1) (Phone: DEarborn 2-0657)
A. M. Fishburn, President
Production: 16mm sound motion pictures, 35mm filmstrip, tape recording, disc recording

Midwest Visual Equipment Co.

3518 West Devon Ave. (45) (Phone: IRving 8-9820)
Production: 16mm sound motion picture, slides
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

RCS Studios

See Advertisement, Page 224

123 N. Wacker Dr. (6) (Phone: STate 2-5977)
Production: 35mm slides, photomurals, photo blowups, translites, quantity prints, photo cutouts giant 'stat prints, eraso prints

Wilding Picture Productions, Inc.

1345 Argyle St. (4) (Phone: LOngbeach 1-8410)
C. H. Bradfield, Jr., President
Production: 16mm sound motion pictures, 35mm filmstrip, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 13, 14, 15

EVANSTON

Pilot Productions, Inc.

1819-23 Ridge Ave. (Phone: AM 2-4141 & DA 8-3700)
C. Robert Isely, President
Production: 16mm sound motion pictures, 35mm filmstrips (sound or silent), slides, tape recording, commercial photography

OAK PARK

Atlas Film Corp.

1111 South Boulevard (Phone: AUstin 7-8620)
L. P. Mominee, President
Production: 35mm and 16mm sound or silent pictures, television commercials, 35mm slide films and trailers, color or black and white
Equipment Sales: Yes

INDIANA

INDIANAPOLIS

Indiana Visual Aids Co., Inc.

726 N. Illinois St. (Phone: ME 4-7312)
Jean St. Germain, Manager
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Marshall C. Harvey

3532 Evergreen Ave. (5) (Phone: WAlnut 6-6817)
Marshall C. Harvey, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 15

IOWA

DES MOINES

General Pictures Productions, Inc.
1702 Keo Way (14) (Phone: ATlantic 8-2113)
Wm. H. Schultz, Secretary
Production: 16mm sound motion pictures, 35mm filmstrip, slides, TV programs and commercials
Film Rental: Yes

Iowa Sound Service
1210 Grand Ave. (9) (Phone: CH 4-4428)
Devir Gray, Owner
Production: Tape recording, wire recording
Equipment Sales: Yes
Equipment Rental: 1, 3, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

KANSAS

WICHITA

Frank Bangs Co.
233 Ida St. (7) (Phone: AMherst 2-7582)
Frank Bangs, Owner
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

KENTUCKY

LOUISVILLE

D. T. Davis Co.
1339 Bardstown Rd. (Phone: HIghland 5255)
Abbie M. Kirtley, Manager
Film Rental: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15

LOUISIANA

NEW ORLEANS

Delta Visual Service, Inc.
See Advertisement, Page 224
815 Poydras St. (12) (Phone: RAymond 9143)
Francis J. Didier, President
Production: 16mm sound motion picture, 35mm filmstrip, slides, tape recording, disc recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jasper Eqing & Sons, Inc.
725 Poydras St. (12) (Phone: RAymond 5257)
Jasper Eqing
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SHREVEPORT

Civic Soundfilm Service
1601 Market St. (Phone 4-7654)
(See Delta Visual Service, New Orleans)

MAINE

PORTLAND

D. K. Hammett, Inc.
620 Congress St. (Phone: SPruce 2-3181)
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MARYLAND

BALTIMORE

Stark-Films
537 N. Howard St. (1) (Phone: LE 9-3391)
Production: 16mm and 35mm sound motion pictures
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ANNOUNCING!

THE NEW
JUNIOR
CELLOMATIC
PROJECTOR

CELLOMATIC ANIMATION
IN A TABLE TOP MODEL . . .

MULTIPLE OPTICAL EFFECTS
FRONT OR REAR PROJECTION
BRILLIANT LARGE SCREEN PICTURE
DUAL LIGHT SOURCE
REGULAR OFFICE CURRENT
EASY TO OPERATE
COMPLETELY PORTABLE
LIGHTWEIGHT

Now . . . Amazing Cellomatic animation is available to you on a slide budget. Add new "pep" to your meetings and presentations with this mighty midget. Your charts, graphs, Ad campaigns all come to life in brilliant large screen projection. This portable equipment was designed for complete mobility . . . simple operation and limited budgets. Just plug into any electrical outlet in your office or meeting room and your presentation will take on new life and meaning. Why spend your budget on static slides, when you can utilize this new medium at no extra charge. Our expert production facilities are serviced by a complete staff of artists, photographers and technicians . . . all under one roof.

PLUS ANIMATION

FOR FURTHER
INFORMATION OR A
PERSONAL DEMONSTRATION CONTACT

Cellomatic CORPORATION

NEW YORK
756 SEVENTH AVE.

CHICAGO
556 W. MONROE ST.

HOLLYWOOD
7313 SANTA MONICA BLVD.

Do you have to make a report to your board?

Want a new way to tell your story —a new way to make statistics stand up and be recognized?

We've been able to point up some romance in even the weightiest reports. Chances are we can help you, too, with a comprehension of the problem that will amaze you. (We are only as far as your phone—and you needn't feel obligated.)

The Chartmakers, Inc.

SPECIALISTS IN

Visual Telling and Selling

480 LEXINGTON AVE., NEW YORK 17

MU 8-2760 – Just ask for "Sales"

TEL-A-STORY ADDS SHOWMANSHIP TO ANY EXHIBIT!

Add color, motion and sales appeal to your next booth or exhibit with Tel-A-Story. This automatic advertising projector becomes your personal showman . . . exhibits your product in full color . . . adds that extra touch needed to draw crowds and hold them! Also excellent for point-of-purchase and sales meetings. Screen sizes range from 150 sq. in. to 600 sq. in. Write Dept. SMF for brochure and prices.

TEL-A-STORY, INC.

521 Main Street, Davenport, Iowa

AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

MASSACHUSETTS

BOSTON

A. D. Handy Co.
44 Bromfield St. (8) (Phone: LI 2-3954)
Kenneth MacDonald, Manager
Production: 35mm filmstrips, slides
Equipment Sales: Yes
Equipment Rental: 1, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Major Theatre Equipment Corp.
44 Winchester St. (Phone: LIberty 2-0445)
H. David Fox, President
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SPRINGFIELD

Movie Center
7 Pearl St. (3) (Phone: RE 7-3552)
Irving Clark, Manager
Production: Slides, tape recording, disc recording, 16mm silent motion pictures
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MICHIGAN

DETROIT

Engleman Visual Education Service
4764 Woodward Ave. (1) (Phone: TEmple 1-5972)
Lewis M. Lash, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Henning & Cheadle, Inc.
1060 W. Fort St. (21) (Phone: WOodward 1-7688)
George R. Cheadle, Vice-President
Production: 16mm sound motion pictures, 35mm filmstrip, visual cost slides, tape recording disc
Film Rental: No.
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jam Handy Organization
See Advertisement, Cover 4
2821 East Grand Blvd. (11) (Phone: TRinity 5-2450)
George Finch, Vice-President
Production: 16mm sound motion picture, 35mm filmstrip, slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Regan Film Productions, Inc.
See Advertisement, Page 219
19730 Ralston St. (3) (Phone: TUlsa 3-4334)
Lawrence M. Regan, President
Production: 16mm sound motion picture, 35mm filmstrip, slides, tape recording, disc recording, 35mm motion picture and stage presentations
Equipment Sales: Yes

Wilding Picture Productions, Inc.
4925 Cadieux Rd.
Don Calhoun, Vice-President
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Midwest Audio-Visual Company
10 W. 25th St. (4) (Phone: FEderal 5-8847)
John T. Cole - Keith H. Sound
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ST. PAUL

Reid H. Ray Film Industries, Inc.
2269 Ford Parkway (16) (Phone: MIdway 9-1393)
Reid H. Ray, President
Production: 35mm & 16mm sound motion picture, filmstrip
Equipment Sales: Yes

MISSISSIPPI

JACKSON

Jasper Eging & Sons
227 E. Pearl St. (Phone: 2-3349)
Malcolm P. Eging, Manager
Production: 16mm motion pictures, tape recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MISSOURI

KANSAS CITY

All-Star Pictures
709 Westport Rd. (11) (Phone: JEfferson 1-3248)
E. A. Field, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Hoover Bros., Inc.
1020 Oak St. (6) (Phone: VI 2-6720)
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ST. LOUIS

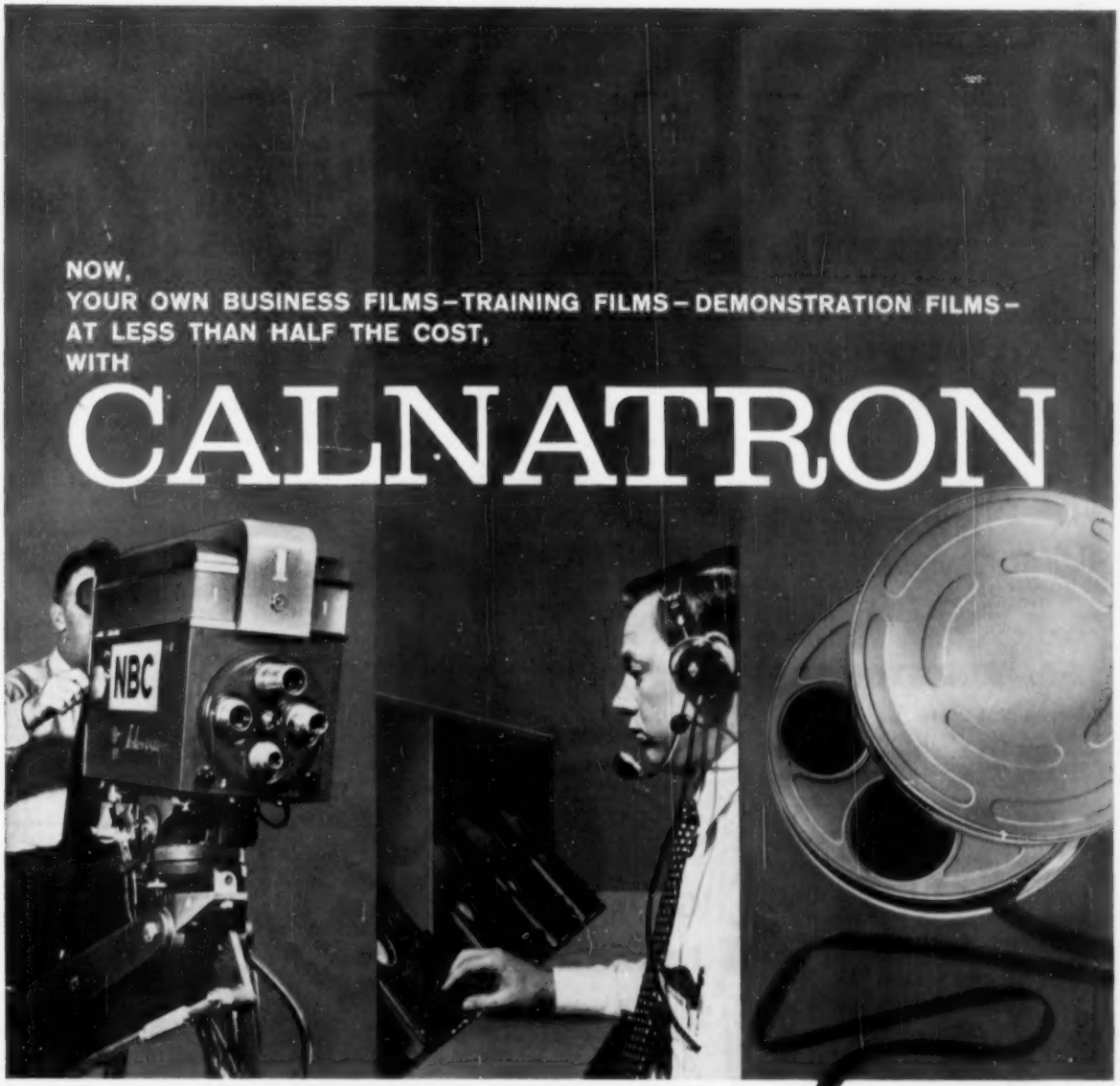
Swank's, Inc.
621 N. Skinker Blvd. (5) (Phone: PArkview 7-3630)
Ray Swank, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Picture Productions, Inc.
3940 Lindell Blvd.
Contact: Jack Robertson
(See listing under Chicago)

NEBRASKA

OMAHA

Modern Sound Pictures, Inc.
1410 Howard St. (Phone: ATlantic 8476)
Keith T. Smith, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15



Save *time*, save *money*, with the remarkable new CALNATRON system for producing high quality industrial films in quantity, rapidly, *at less than half the cost* of other methods.

Here is in-person communication with all the immediacy, spontaneity, and informality of a live speech or sales demonstration. No long hours of rehearsal . . . no tedious delays for new camera set-ups . . . no time-consuming lighting run-throughs. CALNATRON's new process of electronic television recording is as simple as a TV broadcast, and takes no longer. Television cameras and microphones capture picture and sound on the spot, feeding them *directly* to the recording equipment. CALNATRON offers you the superior production facilities and creative support of NBC, and is as convenient to you as your nearest NBC television station.

For complete details, send for our free brochure. If you like, we'd be happy to show you a sample CALNATRON *film recording as well. Just fill out the coupon.*

CALNATRON
NBC TELEVISION FILMS A DIVISION OF
CNP
CALIFORNIA NATIONAL PRODUCTIONS, INC.

CALNATRON, CALIFORNIA NATIONAL PRODUCTIONS
663 Fifth Avenue, New York 22, N. Y.

Please send me, without obligation, your free brochure containing full details on CALNATRON. ☐ Check here
I would like to see a sample CALNATRON film recording. ☐ Check here

NAME_____ COMPANY_____ TITLE_____
STREET_____ CITY_____ ZONE_____ STATE_____

AUDIO VISUAL SUPPLIERS FILM PRODUCERS
continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

NEW JERSEY

ATLANTIC CITY

Boardwalk Film Enterprises
31 S. Stenton Place (Phone: 4-1962)
George S. Lubin, Partner
Production: Tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

NEWARK

Alexander Projection Service
85 Manor Drive (6) (Phone: Essex 2-4114)
W. J. Alexander
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PRINCETON

Princeton Film Center, Inc.
P. O. Box 431 (Phone: PRinceton 1-3550)
Production: 16 & 35mm sound motion pictures, 35mm filmstrip, slides
Film Rental: Yes

NEW YORK

BROOKLYN

Lux-Brill Productions, Inc.
348 Livington St. (17) (Phone: ULster 8-5820)
Richard S. Dubelman
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording

BUFFALO

United Projector & Film Corp.
228 Franklin St. (2) (Phone: WA 8022)
F. C. Onenick, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

JAMAICA

Genarco Inc.
See Advertisement, Page 230
97-00 Sutphin Blvd. (Phone: OLympia 8-5850)
J. P. Latil, President
Production: 3,000 watt slide projector

NEW YORK

Calnatron
See Advertisement, Page 227
(Sub. of California National Productions)
663 Fifth Ave. (22) (Phone: CI 7-8300)
Robert Schultz, sales supervisor
Production: Sound, motion-picture films made through television facilities

Cellomatic Corp.
See Advertisement, Page 225
756 Seventh Ave. Phone: PLaza 7-7895
Milton Rogin
Production: Slides & transparencies for Cellomatic projectors

Chartmakers, Inc.
See Advertisement, Page 226
480 Lexington Ave. (17) Phone: MUrray Hill 8-2760
Mrs. Harriet Edmunds, President
Production: Complete visual services

Crawford, Immig and Landis, Inc.
200 Fourth Ave. (3) Phone: ORegon 4-7662
Jeanne P. Conlon
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Depicto Films Corporation
254 W. 54th St. (19) Phone: COlumbus 5-7620
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording, disc recording

Dynamic Films, Inc.
112 W. 89th St. (24) Phone: TRafalgar 3-6221
Nathan Zucker, President
Production: 16mm and 35mm motion pictures, slide films, art work, sound on tape or disc
Film Rental: Yes

Jam Handy Organization
1775 Broadway (19)
(See listing under Detroit)

Motion Picture Showing Service
130 E. 94th St. (28) Phone: AT 9-6148
Alfred Ruben, Owner
Production: 16mm sound motion pictures, 35mm filmstrip, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Princeton Film Center, Inc.
270 Park Ave. (17)
(See listing under Princeton, N. J.)

Tradeways, Inc.
331 Madison Ave. (17) Phone: OX 7-0826
Production: 16mm sound motion pictures, 35mm filmstrip, slides, disc recording
Equipment Sales: Yes

Training Films, Inc.
150 W. 54th St. (19) Phone: CO 5-3520
R. A. Lighburn, Vice-President
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

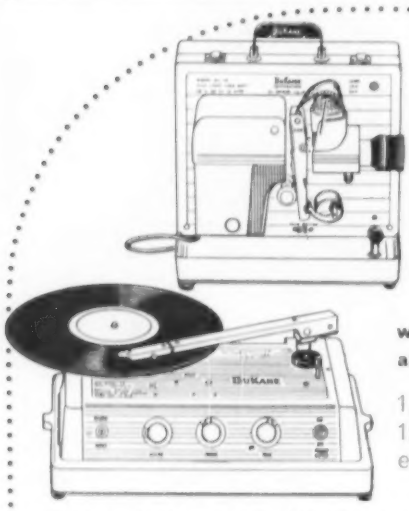
Unifilms, Inc.
329 E. 47th St. (17) Phone: MU 8-9525
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 6, 7, 10, 12, 13, 15

Wilding Picture Productions, Inc.
385 Madison Ave.
Ted Westermann, Vice President
(see listing under Chicago)

NORTH CAROLINA

CHARLOTTE

Christian Film Service
1302 E. 4th St. Phone: 3-5249
C. W. Petty, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15



Get Your Message To Any Size Audience

with the DuKane high-powered automatic sound slidefilm combination

1,000-watt projector . . .
12-watt amplifier . . .
extended-range speakers

Sold or rented by a nationwide network of authorized dealers and rental stations

DuKane Corp., Dept. SME-117, St. Charles, Illinois

I am interested in ☐ buying ☐ renting auditorium-size sound slidefilm equipment

NAME
ADDRESS
CITY STATE
COMPANY

DuKane CORPORATION
first in automatic sound slidefilm projectors

RALEIGH

National School and Industrial Corp.
14 Glenwood Ave. Phone: TEmple 3-2824
E. E. "Jack" Carter, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PENNSYLVANIA

PHILADELPHIA

De Frenes Co.
1909 Buttonwood St. (30) Phone: RIttenhouse 6-1686
Joseph DeFrenes, President
Production: 16mm and 35mm sound motion pictures

Oscar H. Hirt
41 N. 11th St. (7) Phone: WAlnut 2-5663
Oscar H. Hirt, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Williams, Brown & Earle, Inc.
904-96 Chestnut St. (7) Phone: WAlnut 3-1800
J. A. Steitz, Manager
Production: 16mm sound motion pictures, filmstrips, slides, magnetic recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PITTSBURGH

Appel Visual Service
927 Penn Ave. (22) Phone: GRant 1-0445
Charles F. Appel, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OHIO

CINCINNATI

Alpha Cine Service, Inc.
125 E. 6th St. Phone: MAin 1-4293
Alice Heidmann, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Picture Productions, Inc.
617 Vine St. Contact: R. L. McMilan
(See listing under Chicago)

CLEVELAND

Martin I. Sperber
9507 Euclid Ave. Phone: GArfield 1-8370
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Picture Productions, Inc.
310 Swetland Bldg.
Dean Coffin, Dist. Manager
(See listing under Chicago)

COLUMBUS

American Theatre Equipment Co.
165 N. High St. (15) Phone: CA 1-3894
F. R. Gardiner, Manager
Production: Slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

DAYTON

Twyman Films, Inc.
400 W. First St. (1) Phone: BAldwin 2-4014
Alan B. Twyman, Owner
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

TOLEDO

Cousino Visual Education Service
2107 Ashland Ave. (2) Phone: CHerry 3-4208
Joseph C. Meidt
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OKLAHOMA

OLKAHOMA CITY

Vaseco, Inc.
2301 Classen Blvd. (6) Phone: JAckson 5-3513
J. E. High, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OREGON

PORTLAND

Wilding Picture Productions, Inc.
3 Gateway Center Contact: Ralph Maitland
(See listing under Chicago)

TENNESSEE

MEMPHIS

Ideal Pictures, Inc.
18 S. Third St. (3) Phone: 37-4313
Stanley Nolan, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Memphis Photo Supply
123 S. Court St. (1) Phone: 5-1548
W. M. Waller, Manager
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 13, 15

NASHVILLE

Tennessee Equipment & Supply Co.
115 2nd Ave., N. (3) Phone: 6-1464
J. E. Robbins, Vice-President
Equipment Sales: Yes
Equipment Rental: 2, 4, 6, 8, 9, 13, 15

TEXAS

AUSTIN

Capitol Photo Supplies
2428 Guadalupe St. Phone: GR 8-5717
Production: Slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

DALLAS

Bauer Audio Video
2911 N. Haskell St. Phone: LAkeside 8-0588
Earl J. Bauer, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

First and finest of all glass beaded projection screen surfaces!

Originated by Da-Lite! Whiter . . . brighter
Guaranteed to stay whiter, brighter, longer!

New and tricky screen surfaces have come and gone but nothing has come close to the brilliance and durability of the Da-Lite White-Magic glass beaded screen surface. We also have the mat whites in every size and style required by the amateur, professional, theatre, audio visual, schools, churches and every industrial audio projection use. Da-Lite was first to make a practical projection screen and is first today with the finest that science, design and engineering can develop.

Da-Lite Model B® The screen just made for the recreation room—classrooms—church or meeting rooms. Brackets permit hanging from wall or ceiling and yet so lightweight even the largest size can be moved from spot to spot with ease. New mildew and flame resistant White-Magic Glass Beaded fabric assures real-life reproduction of your favorite slides and movies.

Da-Lite Hilo — Most popular A-V "Push-button" screen. Can be set from 14" to 48" above the floor, or hung from wall or ceiling. Has White-Magic glass beaded mildew and flame-resistant fabric and opens with just a touch.

There's a complete line of new Da-Lite projection screens to fit every purse and purpose . . . for homes, schools, churches, theatres or industry . . . priced as low as $3.50. Insist on *DA-LITE*—your *best buy* in quality projection screens.

DA-LITE®
SCREEN CO., INC. Warsaw, Ind.

AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

FORT WORTH

The Camera Shop, Inc.
709 Throckmorton St. (2) Phone: ED 2-5237
J. E. Pulliam, Jr., President
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 13, 15

HOUSTON

Audio Visual Services
1702 Austin St. Phone: FAirfax 3-1319
R. R. Riley
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

B & H Movie Service
207 Munford St. (8) Phone: UN 4-5457
M. S. Padgitt, Owner
Production: Tape recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

Community Soundfilm Service
2610 Fannin St. Phone: CA 8-2244
(See Delta Visual Service, New Orleans)

UTAH

SALT LAKE CITY

Deseret Book Co.
44 E. South Temple St. Phone: DA 8-8191
A. H. Parry
Equipment Rental: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

WASHINGTON

SEATTLE

Audio-Visual Center, Inc.
1205 N. 45th St. Phone: MElrose 8461
P. H. Jaffarian, President
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Rarig Motion Picture Co.
5514 University Way (5) Phone: KEnwood 0707
Edith A. Rarig
Production: 16mm sound and color motion pictures, recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SPOKANE

Inland Audio-Visual Co.
N. 2325 Monroe St. (17) Phone: FA 7-7549
John C. Ellingson, Owner
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

WISCONSIN

MILWAUKEE

Wisconsin Sound Equipment Co., Inc.
2733 W. North Ave. Phone: DIvision 2-2144
Roy C. Van Brunt, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

CANADA

ONTARIO

TORONTO

Caldwell Audio Visual Equipment Co. Ltd.
447 Jarvis St. (5) Phone: WAlnut 2-2103
M. M. Elliott, Pres.
Production: 16mm sound motion picture, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 6, 7, 9, 10, 11, 12, 13, 14, 15

INDEX TO ADVERTISERS

Hotel Adolphus (Dallas) 160
Agency: The Jordan Co.
Aero Mayflower Transit Co. 15
Agency: Caldwell Larkin & Sidner Van Riper
Affiliated National Hotels 164
Agency: Alert Advertising Agency
Aladdin Hotel (Kansas City, Mo.) 110
Agency: Eckenroed-Fardon Advertising
Albuquerque Chamber of Commerce (New Mexico) 125
Agency: Duke Kerstein Advertising Agency
Allied Van Lines Inc. 4
Agency: McCann Erickson, Inc.
Alpine Inn (Quebec) 187
Agency: Ronald Advertising Agency
American Airlines, Inc. 20
Agency: Lennen & Newell, Inc.
American Neckwear Manufacturing Co. .. 214
Agency: Food Research & Advertising
American Seating Co. 212
Agency: Brooke, Smith, French & Dorrance, Inc.
Americana Hotel (Bal Harbour, Fla.) ... 60
Agency: Harris & Co.
Andrews, Bartlett and Associates, Inc. .. 1
Antlers Hotel (Colo. Springs, Colo.) 41
Agency: Swafford & Co.
Arawak Hotel (Ocho Rios, Jamaica) 193
Agency: Harris & Co.
Arrowhead Springs Hotel (San Bernardino, Calif.) 41
Agency: Swafford & Co.
Atlanta Biltmore Hotel (Atlanta) 75
Agency: Harvey-Massengale Co., Inc.
Award Incentives, Inc. 214
Bahamas Government Development Board 192
Agency: Grant Advertising, Inc.
Baker Hotel (Dallas) 162
Agency: Alert Advertising Agency
Balmoral Hotel (Miami Beach) 62
Agency: Harris & Co.
The Balsams (Dixville Notch, N. H.) 118
Agency: Herbert W. Frank Advertising
Barbizon Plaza Hotel (New York City) .. 134
Agency: Dowd, Redfield Johnstone, Inc.
The Barcelona (Miami Beach) 62
Agency: Newman, Stern & Mandell Advertising
Bedford Springs Hotel (Bedford Springs, Pa.) 148
Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.
Bellemont Motor Hotel (Baton Rouge, La) 94
Belleview Biltmore (Belleair, Fla.) 51
Agency: Koehl, Landis & Landan, Inc.
Berkeley-Carteret Hotel (Asbury Park, N. J.) 120
Agency: Blackstone-Steiner Co., Inc.
Berkshire Inn (Great Barrington, Mass.) 99
Berkshire Hills Conference (Pittsfield, Mass.) 99
Agency: Herbert W. Frank Advertising
Biloxi Port Commission (Biloxi, Miss.) .. 107
Agency: Godwin Advertising Agency
Birmingham Municipal Auditorium (Ala.) 25
Bishop's Lodge (Santa Fe, N. M.) 127
Arthur Blank & Co. 215
Agency: Allied Advertising Agency, Inc.
Boca Raton Club (Boca Raton, Fla.) ... 52
Agency: August Dorr Associates
Bon Air Hotel (Augusta) 76
Agency: Koehl, Landis & Landan, Inc.
Joan Brandon Associates 221
British Colonial Hotel (Nassau, Bahamas) 192
Agency: Gil Sagward Assoc.

INDEX TO ADVERTISERS continued

Buena Vista Hotel (Biloxi, Miss.) 166
Agency: Godwin Advertising Agency

Buffalo's Midtown Hotel Group (N. Y.)... 128

Calnatron (California National Productions) 227
Agency Grey Advertising Agency, Inc.

Camelback Inn (Phoenix) 27
Agency: Swafford & Company

Canadian National Railways 179
Agency: McCann-Erickson, Inc.

Canadian Pacific Railways 181
Agency: Kenyon & Eckhardt, Inc.

Capital Airlines 19
Agency: Kenyon & Eckhardt, Inc.

Caribe Hilton Hotel (San Juan, Puerto Rico) 190
Agency: Needham & Grohmann, Inc.

The Carillon 63
Agency: Roland-Bodee & Flint Inc.

Casa Munras Hotel (Santa Barbara, Calif.) 37
Agency: Fred L. Diefendorf Agency

Castaways Motel (Miami Beach, Fla.) ... 64
Agency: Bishopric/Green/Fielden, Inc.

Castle in the Clouds Hotel (Lookout Mountain, Tenn.) 157
Agency: E. M. Eisfeld, Inc.

Cat Key Club (Cat Cay, Bahamas) 191

The Cavalier (Richmond, Va.) 173
Agency: Laura Lambe Advertising

Cellomatic Corp. 225
Agency: Harold A. Jacobs Co.

Chalfonte Haddon Hall (Atlantic City) .. 121
Agency: Gray & Rogers Advertising

Chapman Park Hotel (Los Angeles) 37
Agency: Charles Swafford Advertising

The Chartmakers 226

Claremont Hotel (Berkeley, Calif.) 31
Agency: Joe Connor Advertising

Claridge Hotel (Atlantic City) 122
Agency: Dorland Advertising Agency

Hotel Claridge (Memphis, Tenn.) 158
Agency: Cole and Company

Concord Hotel (Kiamesha Lake, N. Y.)... 130
Agency: Kastor, Farrell, Chesley & Clifford, Inc.

Congress Motor Hotels (Santa Monica, Cal.) 44
Agency: The Caples Co.

Corpus Christi Hotel Assn. (Corpus Christi, Tex.) 159
Agency: Adcraft Agency

The Crown Hotel (Miami Beach, Fla.) ... 68
Agency: Roland-Bodee & Flint

Cubana Airlines (Havana, Cuba) 196
Agency: Harry W. Graff Inc.

Da-Lite Screen Co. 229
Agency: Gourfain-Loef, Inc.

Dartnell Corporation 223
Agency: Arthur C. Barnett Agency

Daytona Beach Convention Bureau 53
Agency: Charles Corsi Advertising

The Deauville Hotel (Miami Beach, Fla.) 65
Agency: Bishopric/Green/Fielden, Inc.

Hotel Del Coronado (Coronado, Calif.) ... 32
Agency: Patten-Holloway Agency

Delta Airlines 22
Agency: Burke, Dowling Adams, Inc.

Delta Visual Service, Inc. 224

Hotel Dennis (Atlantic City) 122
Agency: Halsted Van Vechten, Inc.

DeSoto Hotel (Savannah, Ga.) 76

Hotel DiLido (Miami Beach) 64
Agency: Advertising Trade Service, Inc.

Dinkler Hotel 75
Agency: Koehl, Landis & Landan, Inc.

Diplomat Hotel (Hollywood Beach, Fla.) 54
Agency: Newman, Stern and Mandell

Disneyland Hotel (Anaheim, Calif.) 30
Agency: Beckman, Koblitz, Inc.

Display & Exhibit Specialties Co. 204
Agency: Clark & Bobertz, Inc.

The Displayers, Inc. 207
Agency: Gramercy Advertising Co., Inc.

Distinguished Hotels 23
Agency: Koehl, Landis & Landan, Inc.

D. C. Transit System, Inc. 22
Agency: Leonard Wolf & Associates, Inc.

Drake Hotel (Chicago) 81
Agency: Grant Advertising

Drake Hotel (Philadelphia) 152
Agency: Maurie H. Orodenker Advertising

Dramaturgy Inc. 221

Dupont Tarleton Hotel (Miami, Fla.) 59
Agency: The Irving Davis Advertising

Dukane Corp. 228
Agency: John Marshall Ziv Co.

Howard F. Dugan, Inc. (New York) 136

Eastern Airlines 58, 191, 197
Agency: Fletcher D. Richards, Inc.

Eden Roc Hotel (Miami Beach) 66
Agency: Harris & Co.

Edgewater Gulf Hotel (Edgewater Gulf, Miss.) 108
Agency: Harry Atkinson, Inc.

Hotel Edwards (Jackson, Miss.) 109
Agency: Godwin Advertising Agency

Hotel Edwards (Beaumont, Texas) 159
Agency: Godwin Advertising Agency

El Mirador Hotel (Palm Springs, Calif.) .. 39
Agency: Swafford & Company

El Panama Hotel (Panama City, Panama) 198
Agency: Needham & Grohmann, Inc.

Emerald Beach Hotel (Nassau) 193
Agency: The Jordan Co.

Empress Hotel (Miami Beach) 68
Agency: Roland-Bodee & Flint Advertising

Exhibit Producers & Designers Assn. 200

Fairmont Hotel (San Francisco, Calif.) .. 41
Agency: Swafford & Co.

Fair Park Coliseum (Lubbock, Texas) ... 168

Fields Management Co. 16
Agency: Delehanty, Kurnit & Geller Advertising Corp.

Alan M. Fishburn Productions 218
Agency: M. M. Fisher Associates

State of Florida 51
Agency: George Evans Co. Advertising

Fontainebleau Hotel (Miami Beach) 67
Agency: Newman, Stern & Mandell

French Lick-Sheraton Hotel (French Lick, Ind.) 88
Agency: Batten, Barton, Durstine & Osborn

Galen Hall (Wernersville, Pa.) 154
Agency: Fairfax, Inc.

Galt Ocean Mile (Fort Lauderdale, Fla.).. 55
Agency: Hance Advtg. Agency

Galveston (Texas) 165
Agency: Alert Advertising Agency

Gardner Displays Company 211
Agency: Vic Maitland & Associates, Inc.

Garza Travel Service (Mexico City, Mexico) 197

Genarco, Inc. 230

General Exhibits & Displays 203
Agency: Perrin-Paus Company

The General Oglethorpe Hotel Savannah, Ga.) 77
Agency: Harry Atkinson, Inc.

Georgian Bay Line 103
Agency: Wolfe-Jickling-Conkey, Inc.

Gibraltar Corrugated Paper Co. Inc. 205
Agency: Diener & Dorskind Inc.

The Gideon Putnam (Saratoga Springs, N. Y.) 139

The Golden Gate Hotel (Miami Beach) .. 69
Agency: Roland-Bodee & Flint Advertising

Grand Hotel (Point Clear, Ala.) 26
Agency: Morris Timbes, Inc.

The Greenbrier (White Sulphur Spring, W. Va.) 176
Agency: Needham & Grohmann, Inc.

Grossinger's (Grossinger, N. Y.) 129
Agency: Blackstone Advertising, Inc.

Gulf Hills Dude Ranch (Ocean Springs, Miss.) 109
Agency: J. H. Lewis Advertising

Habana Hilton Hotel (Havana, Cuba) ... 194
Agency: Needham & Grohmann, Inc.

Jam Handy Organization .....Cover 4
Agency: Campbell-Ewald Co.

Happiness Travel Service, Inc. 190
Agency: Christiansen Advertising Agency, Inc.

Harwald Co. 230
Agency: Craft Advertising

Hawaii Visitors Bureau (Honolulu, Hawaii) 188
Agency: Holst & Male, Inc.

Havana Riviera Hotel, Cabana Club & Casino (Havana, Cuba) 195
Agency: Harris & Co.

Hilton Hotel (Albuquerque, N. M.) 126
Agency: Ward Hicks Advertising

Hilton Hotel Corp. 18
Agency: Needham & Grohmann, Inc.

Hollywood Beach Hotel (Hollywood Beach, Fla.) 56
Agency: Rosen/Goeld/Dobin Advertising

The Homestead (Hot Springs, Va.) 170
Agency: Edward Howard & Co.

Hotel Corp. of America 134
Agency: Hilton & Riggio, Inc.

Hotel Sales Management Assn. 24

Henry Hudson Hotel (New York City) .. 135
Agency: Knickerbocker Advertising Co., Inc.

Huntington-Sheraton Hotel (Los Angeles) 39
Agency: Batten, Barton, Durstine & Osborn, Inc.

The Inn (Buck Hill Falls, Pa.) 149
Agency: Needham & Grohmann, Inc.

International Amphitheatre (Chicago) ... 79

Ivel Corporation 206
Agency: The Wexton Company

Jack Morton Productions 217

Jefferson Hotel (Atlantic City) 122

Jung Hotel (New Orleans) 95
Agency: Alert Advertising Agency

Kahler Hotel (Rochester, Minn.) 106

Kentucky Fair & Exposition Center (Louisville) 93
Agency: Staples Advertising, Inc.

King Edward-Sheraton Hotel (Toronto) .. 183
Agency: Batten, Barton, Durstine & Osborn, Inc.

King's Gateway Hotel (Land O'Lake, Wis.) 177
Agency: Harry Atkinson, Inc.

Kloeppel Hotels 56

LaFonda Hotel (Santa Fe, N. M.) 126
Agency: John W. Shaw Advertising

Lake Tarleton Club (Pike, N. H.) 119
Agency: Irving Davis Advertising Agency

The Lakeside (Eagles Mere, Pa.) 149
Agency: Arndt, Preston, Chapin, Lamb & Keen

Howard Lanin Management, Inc. 220

Lansing Civic Center (Lansing, Mich.) ... 103

LaQuinta Hotel (La Quinta, Calif.) 33
Agency: Swafford & Co.

La Salle Hotel (Chicago) 82
Agency: Ross Llewellyn, Inc.

Las Vegas Convention Bureau 114, 115

The Laurentian (Montreal) 186
Agency: Batten, Barton, Durstine & Osborne, Inc.

Long Beach Chamber of Commerce 34
Agency: Max W. Becker Advertising

Hotel Lucerne (Miami Beach) 68
Agency: Harris & Co.

The Manor (Asheville, N. C.) 142
Agents: Bennett Advtg.

Manncraft Exhibitors Service, Inc. 205
Agency: Potts-Woodbury, Inc.

Manoir Richelieu 186
Agency: Wendell P. Colton Co.

Manpower, Inc. 5
Agency: Fromstein & Levy Advertising Agency

Mar Monte Hotel (Santa Barbara) 175
Agency: West-Marquis, Inc.

Massaglia Hotels 135
Agency: Harry Atkinson, Inc.

Mayview Manor (Bowing Rock, N. C.)... 86
Agency: Sales Aide Service

Messmore & Damon 208

City of Miami 59
Agency: Bishopric/Green/Fielden, Inc.

City of Miami Beach 62
Agency: August Dorr Advertising

Miami Beach Exposition Hall 61
Agency: August Dorr Advertising

Miramar Hotel (Santa Barbara, Cal.)... 43
Agency: The Kemble Company

Mission Inn (Riverside, Calif.) 41
Agency: Swafford & Co.

Mississippi Gulf Coast 108
Agency: Godwin Advertising Agency

Mont Tremblant Lodge (Mont Tremblant, Que.) 186
Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.

Montauk Manor (Montauk Manor, N. Y.) 131
Agency: Wendell P. Colton Co.

Monterey Peninsula Convention Bureau (Monterey, Calif.) 38

Moraine-On-The-Lake (Highland Park, Ill.) 86
Agency: Sales Aide Service

Hotel Morrison (Chicago) 82
Agency: Hagerty & Sullivan, Inc.

Nancy Simpson Model Agency (Chicago) 86

Mount Washington Hotel (Bretton Woods, N. H.) 118
Agency: Flen & Scherin Advertising

National Airlines 57
Agency: Southern Advertising Inc.

Natco Products Corporation 21
Agency: Horton, Church-Gopp, Inc.

National Guard Armory 47
Agency: Larrabee Associates, Advertising

New Washington Hotel (Seattle) 175
Agency: West-Marquis, Inc.

INDEX TO ADVERTISERS continued

New York Trade Show Corp. 132
Agency: Koehl, Landis & Landan, Inc.

Hotel New Yorker (New York)..... 135
Agency: Harry Atkinson, Inc.

City of Norfolk (Norfolk, Va.) 171
Agency: Atlantic National Advertising Agency

North American Van Lines .....Cover 3
Agency: Applegate Advertising Agency

North American Van Lines Agency (Washington, D.C.) 202
Agency: Applegate Advertising Agency

North American Van Lines Agent (Los Angeles) 201
Agency: Applegate Advertising Agency

North American Van Lines Agent (New York) 206
Agency: Applegate Advertising Agency

Northeast Airlines 3
Agency: Chambers & Wiswell, Inc.

Northernaire (Three Lakes, Wis.)..... 178
Agency: Satran & Sons Advtg.

Northwest Orient Airlines, Inc. 80
Agency: Campbell-Mithun, Inc.

Ocean Forest Hotel (Myrtle Beach, S.C.). 86
Agency: Sales Aide Service

Onondaga Hotel (Syracuse, N. Y.)..... 139

Oravisual Company, Inc. 223

Orchids of Hawaii, Inc. 213
Agency: Jerry Goldstein Advertising

Palm Beach Biltmore (Palm Beach, Fla.). 71
Agency: Ray McCarthy Advertising

Palm Beach Towers (Palm Beach, Fla.).. 71
Agency: Gerald H. Keller, Advertising

Pan American 2, 33, 39, 43, 53, 89, 143
Agency: J. Walter Thompson Co.

Park-Sheraton Hotel (New York) 137
Agency: Batten, Barton, Durstine & Osborn, Inc.

The Party House 213
Agency: McCabe & Fields

Peninsular & Occidental Steamship Co.... 59
Agency: Grant Advertising

Penn Harris Hotel (Harrisburg, Pa.).... 150

Penn-Sheraton Hotel (Pittsburgh)..... 153
Agency: Batten, Barton, Durstine & Osborn, Inc.

Phoenix Chamber of Commerce (Phoenix, Ariz.) 27
Agency: Jennings and Thompson Advertising

Pick Hotels 82

Pocono Manor Inn (Pocono Manor, Pa.). 153
Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.

Poetzinger, Dechert & Kielty 218

Polaroid Corp. 79
Agency: Doyle-Dane-Bernbach, Inc.

Hotel Ponce DeLeon (St. Augustine, Fla.) 72
Agency: Ray McCarthy Advertising Service

Ponte Vedra Club (Ponte Vedre, Fla.)... 72
Agency: Koehl, Landis and Landan, Inc.

Hotel President (Kansas City, Mo.)..... 110
Agency: Potts-Woodbury, Inc.

Puerto Rico Visitors Bureau 189
Agency: Ogilvy, Benson & Mather, Inc.

The Queen Elizabeth Hotel (Montreal, Que.) 185
Agency: Needham & Grohmann, Inc.

Radisson Hotel (Minn., Minn.)..... 105
Agency: Craddick Advertising

Railway Express Agency 209
Agency: Benton & Bowles, Inc.

RCS Studios 224

Regan Film Productions 219

The Rice Hotel (Houston, Texas) 167
Agency: Ritchie Advertising Agency

Richmond Hotels, Inc. 172
Agency: Dombrower Advertising

Riviera Hotel (Las Vegas) 116

Hotel Robert Meyer (Jacksonville, Fla.).. 57
Agency: Bacon, Hartman & Vollbrecht, Inc.

Roney Plaza Hotel (Miami Beach) 70
Agency: Charles Anthony Gross

St. Moritz Hotel (New York) 136
Agency: Koehl, Landis & Landan, Inc.

Saxony Hotel (Miami Beach) 70
Agency: Blackstone & Steiner Co. Inc.

Selexor Displays, Inc. 210
Agency: Herbert Kaufman Advertising

Seville Hotel (Miami, Beach) 70
Agency: Rosen/Goeld/Dobin, Inc.

Shelburne Hotel (Atlantic City) 123
Agency: Dorland Advertising Agency

Sheraton Hotel (Chicago) 84
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton Hotel (Philadelphia) 151
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton Hotel (Rochester) 139
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton Corp. of America 9, 14
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Astor Hotel (New York)..... 137
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Biltmore Hotel (Providence)... 155
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Blackstone (Chicago) 84
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Brock Hotel (Niagara Falls, Canada) 183
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Cadillac Hotel (Detroit) 102
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Cataract Hotel (Sioux Falls, S.D.) 156
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Dallas Hotel (Dallas, Texas).... 163
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-DeWitt Motel (Syracuse, N. Y.) 140
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Fontenelle Hotel (Omaha, Nebr.) 113
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Gibson Hotel (Cincinnati) 144
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Jefferson (St. Louis) 111
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton Johnson Hotel (Rapid City, S.D.) 156
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Kimball Hotel (Springfield) 100
Agency: Batten, Barton, Durstine & Osborn, Inc

Sheraton-Martin Hotel (Sioux City, Iowa) 92
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Mayflower Hotel (Akron)..... 144
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-McAlpin Hotel (New York) 137
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Montrose Hotel (Cedar Rapids, Ia.) 90
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Mt. Royal Hotel (Montreal).... 184
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Park Hotel (Washington, D.C.) 48
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Plaza Hotel (Boston) 97
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Royal Connaught Hotel (Hamilton, Ont.) 182
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Seelbach Hotel (Louisville)..... 93
Agency: Batten, Barton, Durstine & Osborn, Inc.

Sheraton-Syracuse Inn (Syracuse, N. Y.) 140
Agency: Batten, Barton, Durstine & Osborn, Inc.

Hotel Sherman (Chicago) 85
Agency: Ellington & Co.

The Shoreham (Washington) 49
Agency: Fairfax Inc.

Shrine Exposition Hall (Los Angeles)... 35
Agency: Hixson & Jorgensen, Inc.

Skirvin Hotels (Oklahoma City) 147
Agency: J. Stewart Bell Advertising

Skyline Inn (Mt. Pocono, Pa.) 150

Skytop Club (Skytop, Pa.) 154
Agency: Koehl, Landis & Landan, Inc.

Roger Smith Hotel (Holyoke, Mass.)..... 98
Agency: Norman D. Waters Associates

Roger Smith Hotel (New Brunswick).... 124
Agency: Norman D. Waters Associates

Roger Smith Hotel (Stamford, Conn.)... 46
Agency: Norman D. Waters Associates

Roger Smith Hotel (Washington) 50
Agency: Norman D. Waters Associates

Roger Smith Hotel (Waterbury, Conn.).. 46
Agency: Norman D. Waters Associates

Roger Smith Hotel (White Plains, N. Y.). 141
Agency: Norman D. Waters Associates

Sorono Hotel (St. Petersburg, Fla.)..... 72
Agency: Griffith Advertising Agency

Southwest Hotels, Inc. 30
Agency: Albert J. Barnes Company

Special Events, Inc. 7
Agency: W. Hunter Snead

Standard Photo 216

Stanley Hotel (Estes Park, Colo.)..... 45
Agency: Irving J. Rosenbloom Advertising

State Fair of Texas (Dallas) 161
Agency: W. W. Sherrill Co.

Strauss Decorating & Exposition Co...... 209
Agency: Rothschild Advertising

Structural Display Co., Inc. 207
Agency: Shaw Associates

Sun Valley (Idaho) 78
Agency: The Caples Company

Sunset Hill House (Sugar Hill, N. H.)... 119
Agency: Weston Associates, Inc.

Tel-A-Story 226
Agency: Warren & Litzenbenger

TelePrompter Corp. 11
Agency: Cromwell Agency

TelePrompter of Canada Limited..178, 182, 187

Three Dimensions 202

Tides Hotel and Bath Club 73
Agency: Louis Benito Advertising

Trans Canada Airlines 180
Agency: McCann-Erickson, Inc.

Trans World Airlines, Inc. 29, 36, 83, 133, Cover 2
Agency: Foote, Cone & Belding

Traymore Hotel (Atlantic City)..... 123
Agency: Koehl, Landis & Landan

United Airlines, Inc. 13, 35, 42, 44, 50, 84, 120, 131, 145, 148, 152, 174, 189
Agency: N. W. Ayer & Son, Inc.

United Van Lines 17
Agency: Kelly, Zahrndt & Kelly, Inc.

U.S. Hotel Thayer (West Point, N. Y.).. 141
Agency: Needham & Grohmann, Inc.

U. S. Travel Agency 5
Agency: Larabee Associates, Advertising

Unusual Ideas, Inc. 220

Hotel Van Orman (Fort Wayne, Ind.)... 87
Agency: Bonsib Advertising Agency

Veterans Memorial Auditorium (Des Moines, Ia.) 91
Agency: Fairall & Company

Virco Manufacturing Corp. 201
Agency: McHugh-Cather Advertising Agency

Virginia Beach Convention Center..... 172
Agency: Laura Lambe Advertising

Western Air Lines, Inc. 40
Agency: Batten, Barton, Durstine & Osborn, Inc.

Western Hotels 42
Agency: Cole & Weber Advertising

The Wigwam (Litchfield Park, Ariz.).... 26
Agency: Swafford & Co.

Wilbur Clark's Desert Inn (Las Vegas).. 117
Agency: Buchanan & Co.

Willard Hotel (Washington)..... 50
Agency: Irving J. Rosenbloom Advertising

Williamsburg Inn & Lodge (Williamsburg, Va.) 173
Agency: Needham & Grohmann, Inc.

William P. Wolfe Organization 6
Agency: Wendell P. Colton Co.

HUGHES PRINTING CO.
EAST STROUDSBURG, PA.

BIG NEWS FOR EXHIBITORS!

Ship Displays UNCRATED via North American Padded Vans!

Save time, trouble, expense. Ship your displays—uncrated—via North American *padded* vans! Displays arrive on time; over $1500 worth of protective equipment assures safe "factory-fresh" arrival.

North American service gives door-to-door delivery . . . eliminates local drayage . . . provides storage facilities—and exhibits can be routed from one show to another on fast, tight schedules. Call your local North American agent, or write for Free Display Moving Brochure.

COMPANY-TRAINED DRIVERS ASSURE FAST, SAFE SERVICE

At North American's world headquarters in Fort Wayne, drivers learn to handle exhibits of every size in NAVL padded vans, saving time and money for exhibitors.

Over 1100 local North American agents provide dependable exhibit display service . . . at both origin and destination.

North American Exhibit Display Division assures maintaining of set schedules for touring exhibits, too!

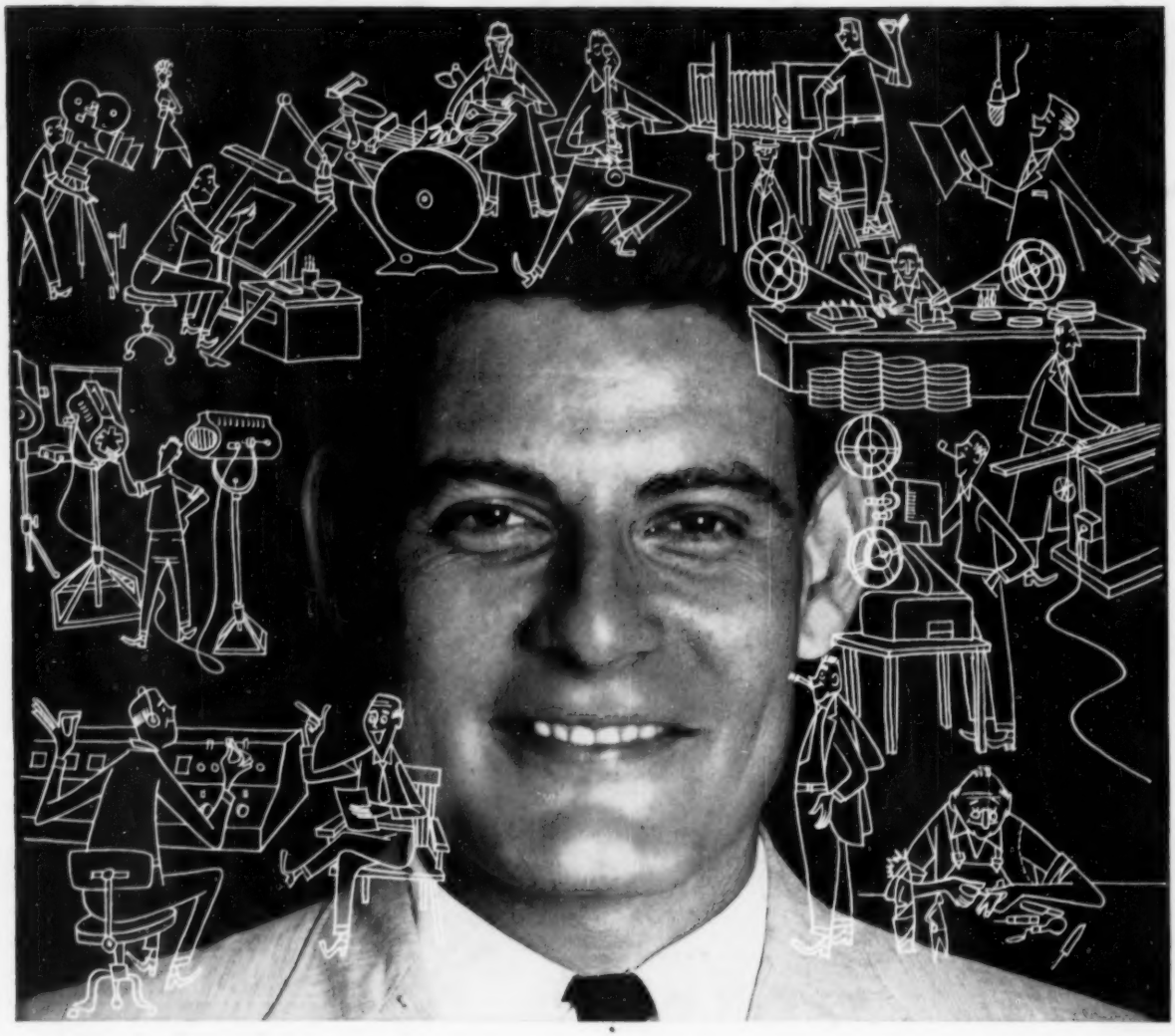
WORLD-WIDE SERVICE via LAND, SEA, AIR

"WIFE-APPROVED" MOVES

North American VAN LINES, Inc.

WORLD-WIDE MOVING

NORTH AMERICAN VAN LINES, INC. • World Headquarters: Fort Wayne 1, Ind.



Good Man to have for your meeting

By providing the 136 varied skills available in The Jam Handy Organization, he offers you the professional assistance needed to put your message across clearly . . . dramatically . . . forcefully.

All the clarifying and dramatizing services he offers are supplied from one central office. That keeps costs and complications at a minimum with only *one* accounting . . . *one* responsibility . . . *one* explanation from you.

A phone call to one of the convenient offices listed below will bring any or all of such help.

The **JAM HANDY** *Organization*

MOTION PICTURES • SLIDEFILMS • DRAMATIZATIONS • VISUALIZATIONS • PRESENTATIONS • TRAINING ASSISTANCE

OFFICES NEW YORK 19 JUdson 2-4060 • HOLLYWOOD 28 HOllywood 3-2321 • DETROIT 11 TRinity 5-2450 • DAYTON 2 ENterprise 6289 • PITTSBURGH 22 ZEnith 0143 • CHICAGO 1 STate 2-6757